BROADCASTING

The Weekly Broadcasting

TECHNOLOGY DEPT!

1. THIS HAPPY SKETCH REPRESENTS:

(a) a famous WOR personality
(b) a scene commemorating Oct. 19th
(c) a seaboard state
(d) person whose first name begins with "M"

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DETROIT

1936 1942

2. THIS TREND LINE INDICATES:

(a) rise in WOR news listening
(b) startling fact about a power-full station
(c) the Connecticut birth rate
(d) radio exec's fever chart

Here's a QUIZ *that's a Whiz*

for the smart timebuyer or radio advertiser

(63)

3. THIS NUMERAL STANDS FOR:

(a) months Russia has been at war
(b) age of WOR commentator
(c) important new radio market
(d) key people every show should reach

4. THIS MAN IS:

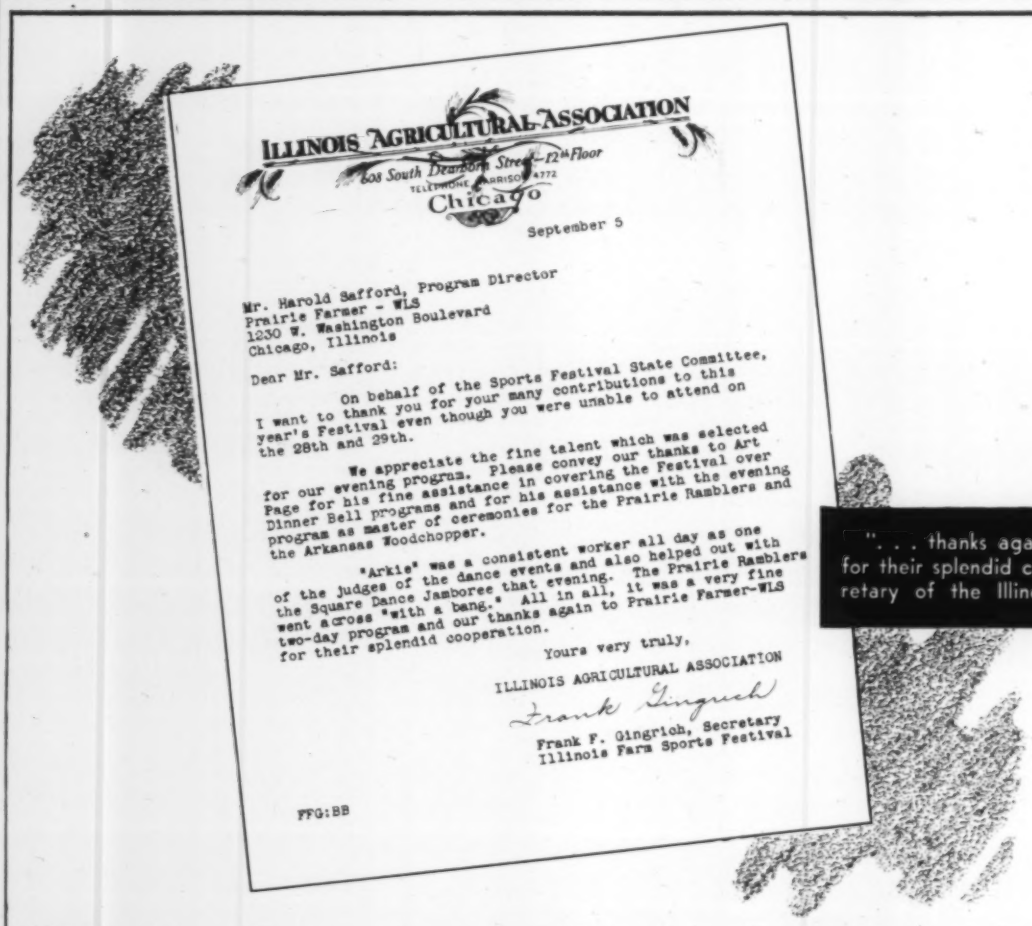
(a) training to be an Army tailor
(b) demonstrating a startling radio success
(c) rehearsing for new WOR show
(d) repairing a defense casualty

Here's another WOR ad that's fun to read and fact-full, too. See how up-to-date you are.

ANSWERS ON PAGE 51

that power-full station **WOR**

at 1440 Broadway, in New York



ILLINOIS AGRICULTURAL ASSOCIATION
608 South Dearborn Street—12th Floor
TELEPHONE HARRISON 4772
Chicago

September 5

Mr. Harold Safford, Program Director
Prairie Farmer - WLS
1230 W. Washington Boulevard
Chicago, Illinois

Dear Mr. Safford:

On behalf of the Sports Festival State Committee, I want to thank you for your many contributions to this year's Festival even though you were unable to attend on the 28th and 29th.

We appreciate the fine talent which was selected for our evening program. Please convey our thanks to Art Page for his fine assistance in covering the Festival over Dinner Bell programs and for his assistance with the evening program as master of ceremonies for the Prairie Ramblers and the Arkansas Woodchopper.

"Arkie" was a consistent worker all day as one of the judges of the dance events and also helped out with the Square Dance Jamboree that evening. The Prairie Ramblers went across "with a bang." All in all, it was a very fine two-day program and our thanks again to Prairie Farmer-WLS for their splendid cooperation.

Yours very truly,

ILLINOIS AGRICULTURAL ASSOCIATION

Frank Gingrich

Frank F. Gingrich, Secretary
Illinois Farm Sports Festival

FFG:BB

". . . thanks again to Prairie Farmer-WLS for their splendid cooperation," says the secretary of the Illinois Farm Sports Festival.

"We're One of the Family in Midwest America!"

TO GIVE eager listeners in Midwest America "box seats" at the annual Illinois Farm Sports Festival and like important farm events, WLS microphones and staff are always on hand. The friendly, neighborly cooperation WLS gives Midwest organizations and our interesting, authoritative broadcasts carry WLS into the heart of the thousands of Midwest America homes. That's *one* of the very good reasons why *WLS Gets Results!*

WLS
CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

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Use WDRC to do a big job at a low cost in this important market.

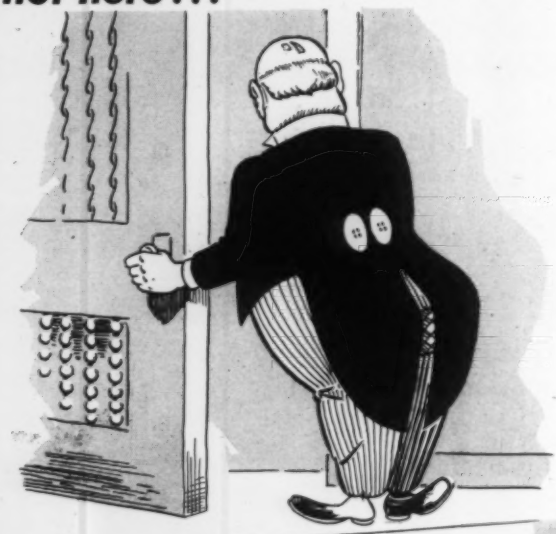
BASIC CBS FOR CONNECTICUT

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Sorry, Sir, Mr. Rafflesnaffle is not here...



He's gone to buy up time on station KFAB...

Undoubtedly, you, too, have learned that the farm income in the middlewest is the greatest in history. You presumably are aware that the money in this area circulates like whirling dervishes—from farmer to merchant to doctor to groceryman to wholesaler to farmer ad infinitum.

And, like other wise advertisers, you assuredly know that to reach the farm and small town markets throughout Nebraska and her neighboring states, *you need* KFAB!

Please, sir, do not procrastinate.

ED PETRY CO NAT'L REPR

KFAB

LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

24

VOL. [illegible] • NO. 16 OCTOBER 19, 19[illegible]

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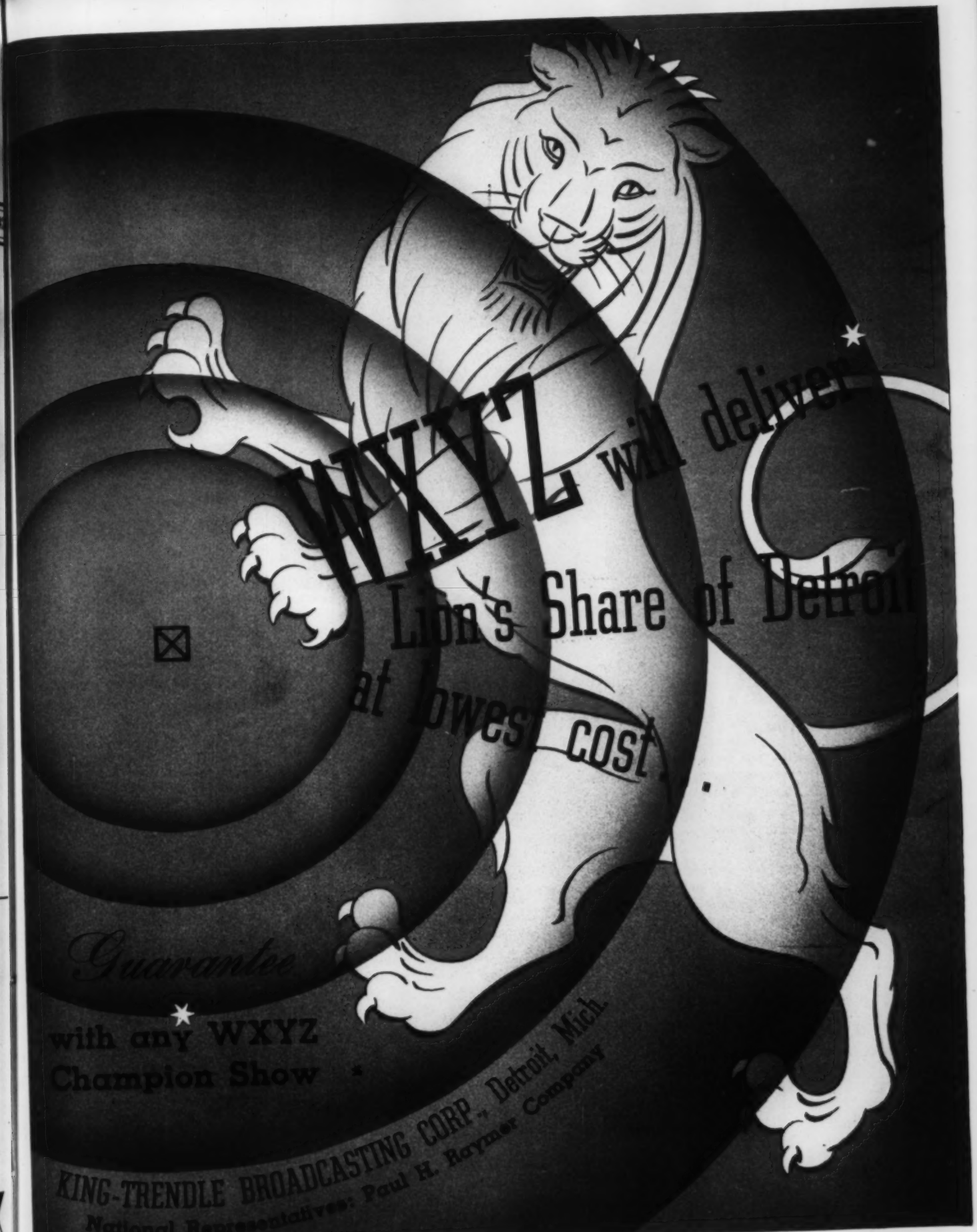
NUF SED! WOL BELONGS ON YOUR SCHEDULE NOW!

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

★ ★ SPOT SALES, INC:—Natl. Rep., New York, Chicago, San Francisco ★ ★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Three years, Northwestern University Law School (J. D.)

Three years, Cassels, Potter & Bentley

Twelve years, Barnett & Truman

Free & Peters (Chicago Office) since Sept. 1942

Order in the court!—it's SHERMAN R. BARNETT!

Take a look at that suspiciously innocent phiz above, ladies and gents, and we think you'll immediately see through to the truth. Yes, Sherm Barnett is a lawyer. After fifteen highly successful years of law practice and management, he has come to us as our general business administrator. Sherm will have no duties outside our own offices. But thanks to his capable help in *this* organization, all the rest of us will now be able to devote our *full time* to serving you and your organization!

This appointment, by the way, re-emphasizes a point which has been in our philosophy always—that the best way to build a successful organization here is to go out and get *successful men* to help us grow. In building our own company, as in building the list of stations we represent, we have always gone on the conviction that *good personnel* is the key to every problem and the answer to every difficulty. And that's the way it has worked out.

Yes, the War has taken some of our good men, and we are proud they are serving in the armed forces. But in replacing them you may be sure that we are not lowering our standards by even so much as one hair. That is another reason we shall continue to grow, here in this pioneer group of radio-station representatives.

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KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
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WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
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KECA	LOS ANGELES
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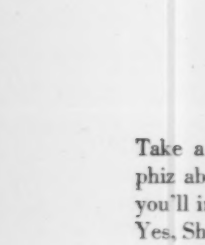

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Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6575 — NEW YORK: 247 Park Ave., Plaza 5-9151 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 5949 — ATLANTA: 322 Palmer Bldg., Main 5067

BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 16 | WASHINGTON, D. C., OCTOBER 19, 1942 | $5.00 A YEAR—15c A COPY

Board Action Averts NAB Reorganization

Miller Retained in Presidential Post; ABA to Survey Industry Reaction

By SOL TAISHOFF

THREAT of another upheaval in the NAB—the most serious to arise in Neville Miller's four-year incumbency as its president—was averted last week at a special two-day meeting of the NAB board of directors in Chicago, which finally turned in a 2-to-1 vote to continue him in broadcasting's highest office.

There were harsh words, dashed hopes and perhaps bruised consciences to show for the Tuesday and Wednesday sessions behind closed doors at the Palmer House. But there were no casualties. Mr. Miller emerged with the 2-to-1 vote after he had rejected the proffer, unanimously endorsed by the full board, to become chairman of the board of directors and its general counsel in the embattled music field, with a new man to succeed to the presidency.

Status Quo Voted

Mr. Miller had told the board that as he saw it, the issue was simply one of whether he should remain as president or be relieved of it. He turned down flat promotion to the board chairmanship and generalissmo of the music fight, contending he has carried on, and could continue to carry on, as president. When it came to a show-down vote on his ouster, the board split 14-7, with one vote not cast.

The board, not because of outright opposition to Mr. Miller but because it felt the industry's best interests would be served, wanted him to accept the newly-created assignment and pave the way for a new president to handle other matters. When Mr. Miller rejected that proposition, the board's majority gave its approval to retention of the status quo, after weighing possible consequences.

It was generally predicted that those who were outvoted would not withdraw from the association because of the larger and tremendously important task of preserving as close an approach to industry unity as possible in these tense war days. There was talk of several resignations from the board, but not of withdrawal of stations.

Mr. Miller's term runs until June 30, 1944. He joined the NAB in 1938, having been selected from private life as the industry's first paid president—a sort of Judge Landis of commercial broadcasting. His salary, originally $25,000, with $5,000 allowances, was boosted to $35,000, in recognition of his leadership in the successful ASCAP fight, which the board had told him was his No. 1 problem.

After the conclusive vote, most of the board's members—both pro and anti-Miller on the reorganization issue—expressed hope that the internal strife would end promptly and for the remainder of Mr. Miller's tenure. There was little evidence of rancor, though it would be glossing over the facts to report that there were not keen disapointments.

John Shepard 3d, president of Yankee Network and temporary president of the new American Broadcasters Assn., told BROADCASTING last Friday he is undertaking a survey to ascertain industry reaction to formation of a permanent competitive trade organization. ABA, projected as the successor to the Broadcasters Victory Council, temporary Washington-front operation formed because of dissatisfaction of some broadcasters with the NAB organization, already has a nucleus of some two-dozen important stations, Mr. Shepard pointed out.

ABA had withheld fullscale organization plans until the NAB board voted at the special session. Had Mr. Miller been relieved of the presidency, ABA would have been shelved. Since that didn't ensue, Mr. Shepard said the plan would be explored. If a sufficient number of stations favor a new trade group, which will function in Washington on vital war matters, he said, then ABA will proceed with plans to retain a national figure as a paid president, a station relations or public relations head, and a managing director or some corresponding assignment.

Mr. Shepard said the membership letter probably would go out this week. "If it appears that a representative number of stations support the plan, we will go ahead with it," he said. The ABA plan contemplates no network membership, though managed and operated stations would be eligible.

BROADCASTING, following its customary editorial policy, had not planned to publish the actual votes on the resolutions dealing with reorganization. Publication elsewhere of incorrect reports, together with the vast interest evinced by broadcasters over the precise details, however, made inevitable the decision to supply the roll calls and other pertinent facts.

What Happened

Here is the chronological story of the two-day meeting:

When the directors gathered in Chicago, Monday (a day in advance of the scheduled meeting) for the sole purpose of voting conclusively on reorganization, they first were recipients of a carbon copy of a letter from Paul W. Kesten, vice-president and general manager of CBS, sent to Mr. Miller. Written in the characteristic style of radio's top sales promotion expert, the letter urged Mr. Miller to accept the NAB's board chairmanship and to concentrate on the music fight. Mr. Kesten cited the preeminent position held by the NAB president in the industry and the need for restoration of harmony, which could be achieved by a reallocation of functions, with a new president to be selected.

Board members, in advance of the meeting, also either received or had access to a letter from Mark Ethridge, vice-president and publisher of the *Louisville Courier-Journal* and *Times*, which operates WHAS, and who served as NAB's interim president before Mr. Miller's induction. Mr. Ethridge—flanked by Edwin W. Craig, executive vice-president of the National Life & Accident Insurance Co. which operates WSM, Nashville—originally sponsored Mr. Miller and has stuck to him through every affray since the rupture in relations with FCC Chairman James Lawrence Fly in

(Continued on page 44)

War Problems May Transfer NAB Convention to Chicago

POSSIBILITY that the NAB convention time and place—tentatively set for New Orleans in latter March or early April—will be shifted to Chicago because of war conditions, was considered by the NAB board of directors at its meeting in Chicago last week. The board instructed further inquiry into the matter, in the light of war transcription difficulties and hotel conditions, with a definite decision to be reached shortly.

The NAB membership, at the convention in Cleveland last May, selected New Orleans as first choice and Chicago as second. Should New Orleans be ruled out, because of the war exigencies, it is likely the convention will go to Chicago, which is centrally located and has accommodated several past NAB conventions.

It its special meeting, the board received a preliminary report on the convention situation from C. E. Arney Jr., assistant to the president. He was instructed to investigate the whole matter further. If the convention ultimately goes to Chicago, it will be held during mid-May, rather than the earlier dates indicated for New Orleans.

While several of Chicago's larger hotels have been taken over for military and other Government war purposes, it was thought the Palmer House could accommodate the three or four-day convention. The hotel was locale for several past NAB conventions.

Score of Broadcast Jobs Found Critical

Gen. Hershey Issues Occupation List as Guide for Local Draft Boards

EFFECTIVE immediately, a score of broadcast occupations last Friday were defined as critical in an announcement from National Selective Service Headquarters in Washington to each local board. This precise enumeration is the first to be made since the broadcast industry was defined in July as "essential" along with telephone, telegraph, newspapers, newsreels and television services and the repair of facilities.

Labelled Occupation Bulletin No. 27 signed by Maj. Gen. Hershey, the list was prepared by the War Manpower Commission and transmitted to National Selective Service for distribution as a guide to local boards. In compiling the list, the bulletin points out that it was "confined to those occupations which require six months or more of training and preparation."

May Be Additions

This initial list of occupations certified by the War Manpower Commission is not to be considered final, it was pointed out, for there is the real possibility of other occupations being added as the intensity of the draft increases. Additions to the list would be made from the list of 100 occupations prepared by the Board of War Communications and released last week [BROADCASTING, Oct. 12].

The list is composed of occupations which require a reasonable degree of training, qualification, or skill to perform the duties involved. The list is further intended to establish the important occupations within the communications industry which must be filled by persons capable of performing the duties involved, to insure efficient operation.

This list of critical occupations does not constitute an automatic deferment or blanket deferment and still leaves the final decision in the hands of the local board. Occupations specifically listed could make an employe eligible for a six-month deferment and developments after that would determine the advisability of another deferment.

Following is a list of the occupations specifically listed in the directive: Accountant, cost; Control-Room Man; Control Supervisor, Junior; Control Supervisor, Senior; Editor, managing; Electrician (All Around); Engineer, professional and technical; Foreign-Language-Announcer-Translator; Foreign - Language - News-or-Script Writer; Foreman, Electrical Work; Manager, Employment and personnel; Mechanic radio communication Office; Production Man, Bilingual; Program - Transmission Supervisor; Radio Operator; Radio Repairman, Broadcasting; Recording Engineer; Rigger, Radio; Traffic Chief; Radio Communications; Translator; War Correspondent.

Text of the bulletin follows:

1. The War Manpower Commission has certified that communication services is an activity essential to the support of the war effort.

2. This bulletin covers the following essential activities which are considered as included within the list attached to Local Board Release No. 115, as amended: (a) *Communication services:* Telephone, telegraph, newspapers, radio broadcasting, newsreels, and television services and the repair of facilities.

3. The following list of occupations in communication services are occupations requiring a reasonable degree of training, qualification, or skill to perform the duties involved. It is the purpose of this list to set forth the important occupations in communication services which must be filled by persons capable of performing the duties involved, in order that the activity may maintain efficient production. This list is confined to those occupations which require six months or more of training and preparation.

4. In classifying registrants employed in these activities, consideration should be given to the following:

(a) The training, qualification, or skill required for the proper discharge of the duties involved in his occupation;

(b) the training qualification, or skill of the registrant to engage in his occupation; and

(c) the availability of persons with his qualifications or skill, or who can be trained to his qualification, to replace the registrant and the time in which such replacement can be made.

Critical occupations in communication services follow:

Accountant, Cost
Bankman
Cable Engineer
Cable-Lay-Out Man
Cable Splicer
Cable Tester
Cameraman, Newsreel
Carpenter, Maintenance
Central-Office Installer
Combination Man, Telephone and Telegraph
Composer Operator
Compositor
Control-Room Man
Control Supervisor, Junior
Control Supervisor, Senior
Cutter, Newsreel
Cylinder-Press Man
Director, International Broadcasting
Editor, Managing
Electrician (All Around)
Electroplater
Electrotyper
Engineer, Professional and Technical
Engraver Lithographic
Film Editor, Newsreel
Foreign-Language Announcer-Translator
Foreign-Language-News-or-Script Writer
Foreman, Composing Room
Foreman, Electrical Work
Foreman, Press Room
Foreman, Welder
Imposer
Instrument Maker
Jackboard Operator
Lineman, Telephone and Telegraph
Linotype Operator
Local-Test Deskman
Machinist (All Around)
Make-Up Man, Printing
Manager, Employment and Personnel
Manager, Production
Mechanic, Electric Maintenance
Mechanic, Maintenance
Mechanic, Mechanical Tabulating Equipment
Mechanic, Radio Communication Office
Monotype-Keyboard Operator
Offset-Press Man
Overlay Cutter
Photocomposing Machine Operator
Photoengraver
Photolithographer
Photoradio Operator
Platen-Press Operator
Power-House Engineer
Press Operator, Cylinder
Press-Plate Maker
Printer (All Around)
Private-Branch-Exchange Installer
Private-Branch-Exchange Repairman
Production Man, Bilingual
Program-Transmission Supervisor
Radio Operator
Radio Repairman, Broadcasting
Recording Engineer
Rigger, Radio
Sound Engineer, Newsreel
Station Installer
Station Repairman
Stencil Operator, Photographic
Stereotyper (All Around)
Telegraph Operator
Telegraph-Repeater Installer
Telephone Inspector
Telephone-Plant Powerman
Telephone Station Installation Supervisor
Telephone-Switchboard Repairman
Teletype Installer
Teletype Repairman
Tester, Transmitter
Testing-and-Regulating Man
Toll-Line Repairman
Toll-Office Repairman
Tool Maker
Traffic Chief, Radio Communications
Transferrer, Hand
Transformer Repairman
Translator
Transmission Engineer
War Correspondent
Web-Press Man
Welder (All Around)
Wire Chief

Barroll, Lounsberry, Kapner Elected To MBS Board; Campeau Named V-P

ELECTION of Hope H. Barroll Jr., WFBR, Baltimore, I. R. Lounsberry, WGR, Buffalo, and Leonard Kapner, WCAE, Pittsburgh, as members of the board of directors of MBS was announced last Friday at the conclusion of a two-day meeting of the Mutual directors at the Ambassador Hotel, New York. It was also announced that J. E. Campeau, CKLW, Windsor-Detroit, has been elected a vice-president of the network.

The three new directors, raising the membership of the Mutual board from 9 to 12, represent stations which on Oct. 1 became stockholders and members of the network. Other Mutual officers and directors were all reelected, as follows: A. J. McCosker, WOR, New York, chairman of the board; W. E. MacFarlane, WGN, Chicago, president; Lewis Allen Weiss, Don Lee, and Theodore C. Striebert, WOR, executive vice-presidents; E. M. Antrim, WGN, executive secretary-treasurer; H. K. Carpenter, WHK-WCLE, Cleveland; John Shepard 3d; Yankee Network; Willett H. Brown, Don Lee, and Fred Weber, MBS general manager, directors.

All of the officers and directors except Mr. Brown attended the meeting, at which Keith Masters, WGN counsel; Kenneth Church, WKRC, Cincinnati; and E. W. Wood Jr., MBS sales manager, were also present.

Mutual statement contained no reference to the possible revision of the network's executive set-up to include a salaried president, although this has been under consideration for some time and undoubtedly was a major topic of discussion at the board sessions and at the meeting of the MBS executive committee which preceded them. Wartime problems of network management and sales were also thoroughly gone into during the meetings, but no details of the discussions were revealed.

LOWER SALARIES TO BE CONTROLLED

ALL SALARIES under $5,000 will be regulated by the War Labor Board, and the Treasury, Economic Stabilization Director Byrnes announced after the first meeting of the 14-man stabilization board Friday. The statement cleared up in part the confusion over the white collar workers' status under the anti-inflation bill. More than 90% of broadcasting personnel are in this group, according to Joseph L. Miller, NAB director of Labor Relations.

Salaries between $3,000 and $5,000, not regulated by wage agreement will be controlled under rules now being prepared by the Treasury Department, the stabilization chief said.

Whether this will result in a freeze of salaries below $5,000 was not clear, for the feeling in high quarters last week was that the white collar worker has suffered a reduction in real income compared with the factory wage laborer.

Extent to which white collar salaries will be adjusted by the WLB can be estimated now only by the criteria used by the Board last week in relation to wages.

The board authorized adjustments for five different causes, all of which were based on a formula of the worker becoming more valuable. Such adjustments, however, will not be permitted to an extent that they will result in a "substantial increase in the cost of living."

New Legal, Legislative Music Action Seen

Supreme Court to Get Appeal for Reversal

FAR FROM regarding the rebuff given the Government's anti-trust suit against James C. Petrillo and his AFM as a lost cause, those in Government, Congress and industry seeking to break the Petrillo shackles as contrary to the war interest are looking to further legal and legislative action in the immediate future.

While greatest reliance is is placed upon Congressional action to force the lifting of the anti-recording ban, as well as other Petrillo-dictated restrictions, the affected industries nevertheless see hope of injunctive relief, too, in other than anti-trust proceedings.

The Dept. of Justice proposes to take to the Supreme Court the anti-trust case dismissed last Monday by Federal Judge John P. Barnes in Chicago on the ground that a "labor dispute" was involved and that the proceeding was brought under the wrong statute.

'The Ban Stands'

Elated over this court victory, Mr. Petrillo has announced to all comers since last Monday that "the ban stands". That was his answer also after Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, had asked him to lift the transcription-recording ban for the war's duration.

What will happen to the authorized Senatorial investigation of Petrillo, encompassed in the Clark Resolution (SRes-286), which was adopted unanimously by the Senate last month, is uncertain at the moment. Senator Clark, entreated by his colleagues and by public and industry, too, to get the proceedings under way, is awaiting the decision of Chairman Wheeler either on appointment of a new subcommittee to conduct the inquiry or for full committee action. If Chairman Wheeler does not act soon, there is a strong chance that other legislative measures will be taken, since the Clark Resolution was a mandate from the Senate to the Interstate Commerce Committee to conduct the inquiry, particularly in the light of impairment of the war interest through drying up of recorded entertainment reservoirs.

Senator Wheeler announced last Tuesday he had appealed to the union president to lift the recording ban. He said he had decided to ask Petrillo and his lawyer, Joseph A. Padway, general counsel of both AFL and AFM, to come to Washington "with a view of asking him to rescind this order for at least the duration of the war." The Senator stated that "unless something of that kind takes place, I expect to go ahead with the hearings in the very near future."

In Chicago, fresh from his court victory, Mr. Petrillo said he hadn't heard of Senator Wheeler's "appeal to lift the ban on recordings" but reiterated his previous statement "the ban stands, that's all." He said Senator Wheeler had called him in Toronto during the AFL convention the preceding week and had asked him to come down to talk with him. Mr. Petrillo said Mr. Padway would be in Washington Monday (Oct. 19) to talk with the committee chairman.

Suit Thrown Out

Judge Barnes, in unceremoniously dismissing the Government's anti-trust suit, announced his action orally from the bench even before hearing the AFM argument. After Assistant Attorney General Thurman Arnold, who has sought vainly to break the "made work" labor issue, had argued for an hour how the arbitrary Petrillo bans would ruin small businesses, small radio stations and, based on the statements of high Government officials, would impair the war effort, Judge Barnes threw out the suit on the AFM motion to dismiss.

Mr. Arnold accused Mr. Petrillo and other union officers of trying not only to obtain a closed shop "but to secure a closed country". The Government plea for a temporary injunction automatically was denied.

Mr. Padway, who had moved forward with an armful of briefs and papers to argue for his agreed-upon hour, was waved aside by Judge Barnes, who said he had heard enough. Then he made his oral statement, which was followed last Wednesday by a written order.

From this order, it was stated at the Dept. of Justice, steps will be taken for Supreme Court review. The Solicitor General of the United States, as the Government's chief lawyer, must authorize the appeal. This was expected within 30 days. The appeal would be made as a matter of right under the expediting statute.

There was plenty of recrimination from AFM after the court victory. Mr. Petrillo said that the NAB "spent thousands of dollars to malign me". He charged that a combination "of the press, juke box owners, broadcasters and makers of records to influence against me was the strongest ever used to arouse the public against union officials in labor disputes."

In his formal order last Wednesday, Judge Barnes said the case unquestionably "involves or grows out of a labor dispute." He said the question was whether members of the union shall be employed to make all the music that is to be made, or shall be employed to make only a part of it, the remainder being made by means of records and electrical transcriptions and by union musicians.

"In view of the conditions, jurisdiction does not exist to grant any of the injunctive relief sought. The court is further of the opinion that the acts complained of are the kind specified in the Clayton Act. Accordingly, the acts complained of may not be considered or held to be violations of any law of the United States."

Probability of State court suits against AFM by transcription manufacturers was reported by the NAB last week following the Fed-

(*Continued on page 47*)

AFTER THE BATTLE Assistant Attorney General Thurman Arnold, lighted up upon leaving the Federal courthouse in Chicago. He said he regarded it as the first round, since he is seeking to appeal the court's dismissal of the Dept. of Justice anti-trust suit to the Supreme Court.

Quiz Series Music Dropped on Repeat

AFM Action Brings Problem On 'Information Please'

LAST WEEK the AFM called a halt to the recording of *Information Please* for this program's repeat broadcast for the Pacific Coast, latest move of the union to expand its ban on recordings. Program, sponsored by American Tobacco Co. for Lucky Strike cigarettes, is broadcast live on NBC Fridays, 8:30-9 p.m. (EWT), and has been repeated via an off-the-line transcription on the Pacific BLUE Network at 8:30-9 p.m. (PWT).

Music Problems

In view of the union's action, it is planned henceforth to record all of the program but the musical sequences, if any, which will be filled in by a live musician in the network studio on the coast. If this is unsuccessful, it is probable that questions requiring the services of a musician will not be used on future programs. Lord & Thomas, New York, agency for the sponsor, handles the programs.

In banning the recorded repeat of *Information Please*, the AFM is following its previous prohibition of similar rebroadcasts of the Jack Benny, Rudy Vallee and *Duffy's Tavern* programs [BROADCASTING, Oct. 12].

TO PROMOTE its current picture "The Moon and Sixpence", United Artists, New York, is issuing one-minute announcements in script form to local distributors, for placement as live commercials on stations in 27 communities where the picture is scheduled to be shown to date. Lawrence Fertig & Co., New York, is agency.

Disc Executives to Consider Plans to Solve Music Problem

Mark Woods Suggested as Head of Committee To Conduct Negotiations With the AFM

By BRUCE ROBERTSON

MEETING of transcription company executives to discuss united action toward a solution of their music problems will be held in New York next Wednesday (Oct. 21). Last week, as the shock of the abruptness of the adverse decision handed down in Chicago on Monday was wearing off, the transcription industry was agreed that some concerted action must now be taken, although there was no such agreement as to what course should be followed.

Some recording executives believe that help can still be secured through the courts and last week were considered bringing civil suits against the AFM in the State courts of New York, Illinois or California, states in which most of the recording studios are located. Two possible causes for such action were cited.

One deals with single-performance recordings, which Petrillo publicly admitted do not harm union musicians. These are comparable to network broadcasts in that both constitute musical performances in a single studio for broadcast in a number of cities, the recorders claim, and to permit the transmission of such programs by wire while refusing permission to trans-

(*Continued on page 45*)

British Can Show Us How to Use Discs

We Might Emulate Delayed Broadcast Technique

By MARTIN CODEL

LONDON—Apart from the superlative job the British Broadcasting Corp. is doing in using radio as a vital instrument of psychological warfare, notably with its multi-wave and multi-lingual broadcasts to Continental Europe and the rest of the world, there's one other phase of its broadcast operations from which our American industry—notably the networks—can learn a lot. Actually, it is just about the only feature of BBC's domestic broadcast operations worth our emulating, and even then it should be done only to limited extent.

That is the proper use of recorded, or delayed broadcasts.

Unhampered by the self-imposed prohibition against anything but "live" broadcasts, which fortunately most American broadcasting stations do not share with the big networks, BBC as a regular practice carries transcriptions over its networks of particularly noteworthy performances worth repeating, of important speeches or excerpts therefrom, of selected American shortwave pickups, of voices otherwise unreachable such as that of a field commander in Libya, of greetings from soldiers in faraway places who can be reached at reasonable hours by sound truck crews but not by landlines.

The 'Brains Trust'

Possibly the BBC overdoes its recorded broadcasts, which during some broadcast days seem to be the rule rather than the exception over its two networks. But its use of transcribed material, often dictated by censorship requirements, and against which it has no policy proscription whatsoever, sometimes proves that our networks' present absolute rule against it is poor broadcasting.

Take BBC's *Brains Trust* program, for example. It is a counterpart, highly popular here but on a somewhat higher intellectual plane, of our *Information Please*. It is broadcast Tuesday nights on one network, then repeated from the recording the following Sunday afternoon on another so that those who missed it the first time have a chance to hear it later.

In all fairness, it must be noted that the *Brains Trust* panel, comprising noted savants headed by the omniscient university professor Dr. C. E. M. Joad, who possesses a happy mixture of John Kieran's knowledge and Clifton Fadiman's wit (and notes), actually does its initial show on a transcription. The panel and its guests meet Tuesday noons for luncheon at the Dorchester, warms up with animated conversation, then goes before the microphone.

However, it also permits of editing and repetition not only twice on BBC's networks but also on the overseas shortwave services.

Just as Good

No appreciable sound quality is lost in the transcribing; the show is every bit as good as it would be live.

To all intents and purposes, they are actually broadcasting live—but their discussions, all ad lib, are really recorded for the 40-mnute broadcast that evening. This procedure is followed, I was told, for security reasons, based on the fear that someone on the panel might inadvertantly let loose a remark that might aid the enemy.

Now of course, our networks wouldn't think of doing such a thing, and perhaps they shouldn't as regular practice. But take another more striking example: The transcribing of important speeches.

BBC will not ordinarily disrupt its fixed schedules for a pickup from a convention during an afternoon of a speech by an important public figure, such as a labor leader. Instead, it will dispatch a crew with sound apparatus to the convention hall, transcribe the speech in full, edit out the duller portions, then broadcast the highlights on the evening schedule—often as a "postscript" to the 9 p.m. news period, to which just about everyone in England habitually listens. The newscaster will read a "lead" summarizing the speech and stating the occasion of its delivery and then he will tell the audience that it will next hear, in Mr. So-and-So's own recorded voice, the highlights of his speech.

The "quotes" are much like those a newspaper story might excerpt; the speech is fully reported to an audience much larger than it can possibly get during its actual time of delivery; the listener gets the "feel" of it from the man's own voice; and the talk can be held to the length it really deserves.

This is not done, of course, with transcendentally important speeches such as those which might be made by the King or by Prime Minister Churchill, for whom all time is cleared just as it is at home for President Roosevelt. But even their full or excerpted speeches may be repeated from recordings during the postscript period, giving the night audience a chance to hear what the inevitably smaller day audience heard. As a matter of fact, a full report but only excerpted "voice quotes" of President Roosevelt's last speech (Oct. 12) was thus carried.

Better Audience Interest

Why shouldn't the same thing be done with many of the speeches our networks see fit to go to vast expense to cover on the scene—speeches by Senators or Congressmen or labor leaders for whom the networks may think they are beholden to clear time but whose readings of full text are dull as dust more often than not. It would make for better program balance, and, from the speaker's point of view, a larger and more receptive audience if evaluated for space and then cut and interpolated into or tagged onto fixed news periods.

Few people read full texts of speeches in newspapers; fewer still, if the low audience ratings of talks are any criterion, want to hear most of them on the radio.

Our networks spend enormous sums, let alone energy, to string landlines to remote places to pick up a broadcast from, say, the Py-

(*Continued on page 50*)

Martin Codel Broadcasts His London Impressions . . .

Following is the full text of a broadcast from London by Martin Codel, publisher of BROADCASTING, *which was carried over CBS Transatlantic service. Mr. Codel, who has returned from England, was asked to give his impressions of life in the British capital and also to discuss the activities of American radio reporters abroad.*

BOB TROUT and I were walking along the Thames Embankment the other day, chatting about the London sights and about this and that. All unaware, while nearing the House of Parliament, we got tangled up in a knot of people. We kept chatting away, when suddenly a nice little old lady in the crowd turned to us and exclaimed, "Oh, that *Ameddican* accent . . . just like in the films . . . it's *so* nice . . . I simply love it!"

Now nothing is very surprising in a big city like London, which really is very much like New York in that respect. But from my experience here in former years, it struck me as most unusual that any Britisher, much less a strange little old lady, should open up so cordially—should speak without being first spoken to.

Really Quite Friendly

But that's England today . . . friendly, cordial, hospitable to Americans in mufti like myself—especially so to our host of uniformed men here.

Like most Americans I know who have been here before as casual visitors, I used to think the British rather unfriendly, perhaps a bit crusty. They were hard to engage in conversations; they seemed to pay so little attention to you that you thought they were aloof, if not supercilious.

Actually, that isn't so. These people, on their crowded little island no bigger than my native State of Minnesota, want and need privacy, and they assume the visitor wants it, too. But today, possibly because there are so many Americans and Canadians here—possibly stimulated also by the common cause—they're just as easy to talk to as our own folks back home, and I think even more friendly. That's so whether you meet them in their homes, on trains, on buses, at cocktail parties, even at manor houses—so I've found.

Troops Behave Well

They're really swell people and, thanks partly at least to the wonderful way our many troops have comported themselves here so far, they seem to think we are too.

This may or may not be a new wartime attitude—I don't profess to know. But how can one help but respect people who've shown the guts these people have. They're still quite reserved, a characteristic shyness, and in that respect they differ from most of us Americans. Sometimes they are hard for a Yankee, usually voluble and seldom given to understatement, to understand.

Eschew Heroics

They will talk about the blitz, if at all—and a horrible time that must have been—just as casually as we might talk about the dim-distant San Francisco fire, and just about as frequently. Of their personal experiences, they won't talk at all unless you press them. No heroics whatever. I didn't learn, for example, that my chief guide and preceptor over at the Ministry of Information, the popular Maj. Roger Machall, was a wounded hero of Dunkirk—not until Ernie Pyle, raving reporter for the Scripps-Howard Newspapers, told me after I'd been here three weeks.

They will point out the ruins wrought by enemy bombers, of which there are many seemingly everywhere, just about as casually as a guide might point out Roman ruins to a tourist.

They seldom speak of their soldier or sailor kin—and they all have them—who may be in the thick of the fighting and from

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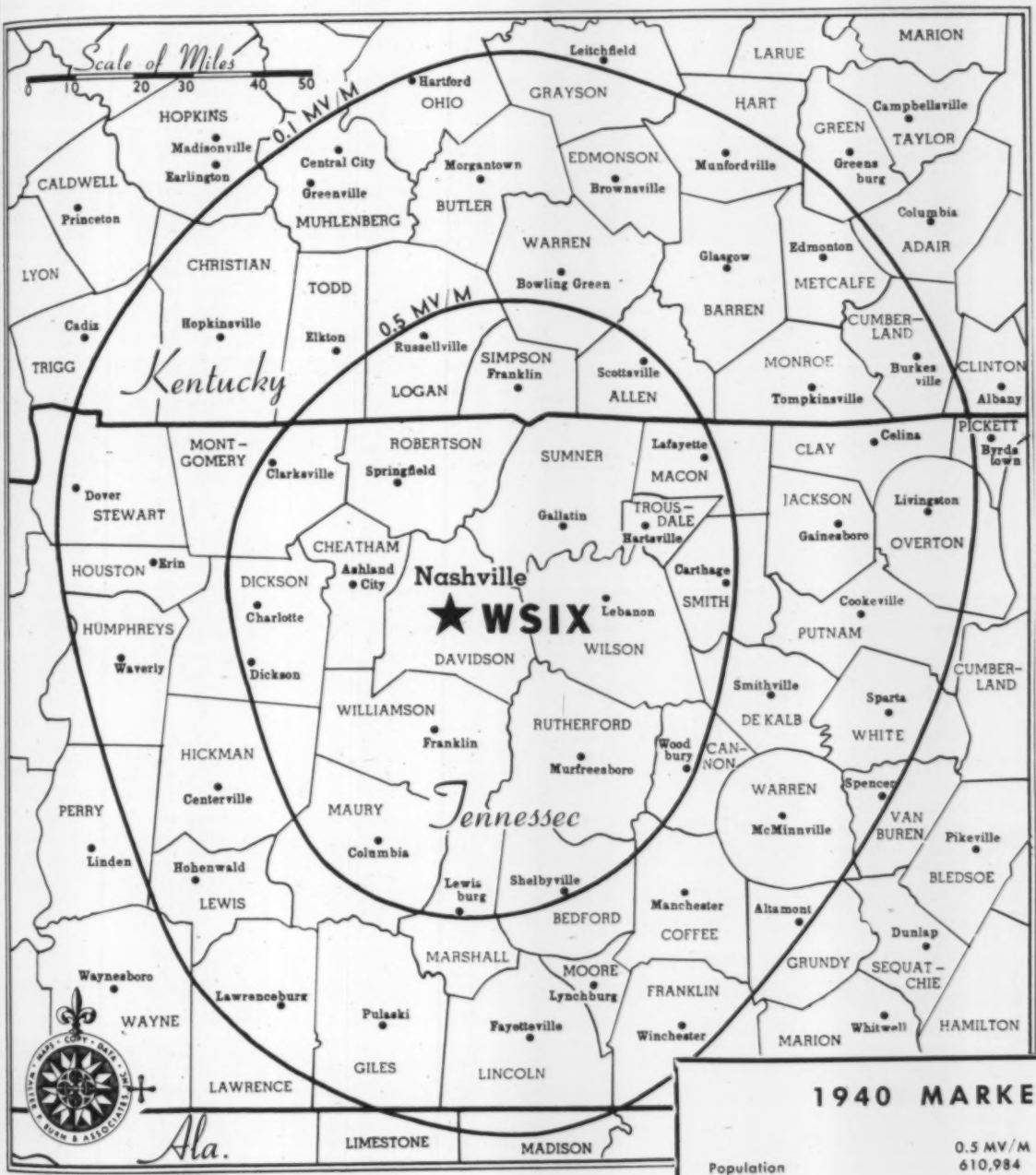
COVERING
the Nashville Market



WSIX 5000 W. 980 KC.
NASHVILLE, TENN.

THE BLUE NETWORK

WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal.

0.5 MV/M and 0.1 MV/M measured by Ring and Clark, Radio Engineers, July, 1942.

National Representatives

SPOT SALES, INC.

New York Chicago San Francisco

1940 MARKET DATA

	0.5 MV/M	0.5 MV/M-0.1 MV/M	Total
Population	610,984	653,510	1,264,494
Families	156,908	155,914	312,822
Radio Homes	107,100	95,100	202,200
Total Retail Stores	6,755	5,944	12,699
Sales, $	144,078	72,039	216,117
Food Stores	2,299	1,979	4,278
Sales, $	33,282	15,624	48,906
General Merchandise Stores	270	265	535
Sales, $	17,400	7,758	25,158
Filling Stations	827	834	1,661
Sales, $	11,542	6,988	18,530
Drug Stores	238	158	396
Sales, $	6,284	2,705	8,989
Other Stores	3,121	2,708	5,829
Sales, $	75,570	38,964	114,534

All money values in thousands of dollars.
Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units).
All other data from sixteenth decennial Census of U. S., 1940.

Co-op Claim Stirs Senate Probe Plea

Norris Asks Inquiry Of Broadcasters, FCC Powers

By RALPH G. TUCHMAN

RESOLUTION introduced last Thursday by Senator Norris (Ind.-Neb.), asking Senate inquiry into refusal of networks to sell time to the Cooperative League of the USA, brought into the open the whole problem of radio's right to decide who may use its facilities along with possible amending of the 1934 Communications Act.

The action followed complaints made by the League following refusal of NBC and CBS to sell time for sponsorship of a program titled *Let's Get Together, Neighbors* [BROADCASTING, Oct. 12].

The proposed inquiry (S. Res. 305) was promptly attacked by Neville Miller, NAB president, as "one of the gravest threats to freedom of speech in recent years".

Action by League

Action results from a resolution formally adopted by the Cooperative League at its 13th Biennial Congress. The league contends that NBC and CBS discriminated against it by denying it the opportunity to purchase radio time.

The Norris resolution, which was directed to the Interstate Commerce Committee, calls for a careful study of all the facts, and hearings if necessary, to determine from the networks involved, the Cooperative League, the FCC, the Dept. of Justice and all other Government agencies, groups or persons "the accuracy of the charges of discrimination against cooperatives and others by the major companies in the sale of their radio time."

Furthermore the resolution suggests the study of a possible need for amendment of the Federal Communications Act, 1934, which would either empower the FCC to prevent such discrimination or grant the Commission further authority by "restricting or affecting the power of said broadcasting companies".

In discussion which preceded the proposal of the resolution, Sen. Norris quoted a letter from John Carson, formerly secretary of the late Senator Couzens and clerk of the Interstate Commerce Committee which drafted the Communications Act, and now Washington representative of the League.

Quoting from the letter, Sen. Norris said, "This is not a matter which concerns the cooperative league only. It is a matter of vital importance to every radio listener, to the entire public interest and we (the league) sincerely believe to radio companies, particularly to the independent broadcasting companies." Furthermore, the letter explained the league seeks "constructive inquiry" on behalf of an organization which Carson estimates as representative of 6.000,000 to 8,000,000 people.

In the statement issued by Neville Miller shortly after the announcement of the resolution he said, such an inquiry if carried out by the Senate "to determine whether a Government agency should decide what the people of America should hear" would be welcomed by the "advocates of bureaucratic control of both radio and the press" who would "urge the enactment of a law which would put an end to the American System of Broadcasting."

Miller Comments

In commenting on the circumstances of the case, Mr. Miller pointed out that the networks were in conformity with the NAB's Code of Program Standards by refusing "to sell time to a consumer organization to discuss the philosophy of the consumers movement—a controversial public issue."

Distinguishing between this practice and actual advertising, Mr. Miller pointed out that consumers organizations "have been sold time to advertise their goods when they have goods for sale."

Sen. Norris commented in the discussion following the resolution that "the situation presented by the cooperative league is what we believe to be the exercise of harsh and arbitrary action, a condition which may become explosive unless corrections are applied now."

Ban a Surprise

Those who were in charge of the proposed program did not anticipate objection would be made to their presentation of the program, according to Senator Norris. He emphasized that they asked for time and were willing to pay for it, and expected they would receive the same treatment as anyone else seeking time. Then he pointed out how a hookup had been arranged.

Originally the program had been scheduled to start Oct. 11 on 30 stations and was postponed by the League pending Federal investigation of the networks' refusal. The network stations involved in the controversy are KDKA, Pittsburgh, owned and operated by Westinghouse, an NBC affiliate; WTAM, Cleveland, owned and operated by NBC; WJSV, Washington, and WCCO, Minneapolis, both CBS M & O stations.

The League's decision to postpone the series resulted from a letter dated Sept. 29 from NBC cancelling the series on KDKA and WTAM, saying that the material had been studied and the conclusion reached that the organization's primary purpose was the promotion of new memberships. Then it pointed out the network's policy aganst commercial broadcasts which solicit or promote membership with the exception of the Red Cross drives and the annual "March of Dimes" campaign.

CBS Position

CBS offered no written refusal but explained its rejection of the program series for WCCO and WJSV in the light of its controversial character. In a statement to the trade, CBS later explained that the League's program would promote "a fundamental change in the present system of marketing". At the same time CBS emphasized that it would accept a program from a cooperative store which advertised its goods for sale.

The CBS policy is well known and was adopted by the NAB for incorporation into the NAB Code in 1939. Under its policy time is made available on a sustaining basis "for programs of a public controversial nature and attempts to allot time fairly between contending viewpoints."

Senator Norris admitted "the subject matter may be controversial" but contended that there

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SHAEFFER'S SUNDAY COVERAGE pointed out by Upton Close, commentator of *World News Parade*, sponsored by W. A. Shaeffer Pen Co., Ft. Madison, Ia., as he visits the company's exhibit at the convention of the National Assn. of Retail Druggists in Chicago, Oct. 5-8. With Mr. Close (l to r), are G. F. Olson, advertising manager; H. E. Waldron, vice-president and general sales manager of W. A. Shaeffer Pen Co.; George Bayard, vice-president, Russel M. Seeds Co., the agency.

LIBBY'S NEW PLAN
Consumers to Be Let in on Radio Convention

ADVERTISING plans of Libby, McNeill & Libby, Chicago, normally of interest to the trade only, will be dramatized for consumer listeners in a special broadcast on BLUE presented by the company in lieu of its annual convention [BROADCASTING, Oct. 12].

The radio "sales meeting of the air", to be heard Monday, Oct. 19, 4:30-5 p.m., and not in November, as previously reported in BROADCASTING, will be titled *Napoleon Was Right*. It will reveal to BLUE listeners, including Libby salesman and dealers, a campaign designed to help the housewife plan a balanced and appetizing diet despite war shortages. Music will be supplied by the Rex Maupin orchestra. Program will originate in BLUE's Chicago studios. J. Walter Thompson Co., Chicago, is agency.

Trammell Named

NILES TRAMMELL, president of NBC, has accepted an invitation to become a member of the Sponsors' Committee of the United Church Canvass, an organization compose d of leaders in advertising, radio and public relations, as well as religious leaders, who are devising a program to focus the attention of the nation upon the spiritual foundations upon which it rests.

Mr. Trammell

Mr. Trammell will be chairman of the Radio Committee and will assist in plans for programs during the two periods set aside by the United Church Canvass to urge men and women to renew their allegiance to the church of their choice, Nov. 15 to Dec. 6 and Feb. 21 to March 14.

Garland to Enter Army

DAVID S. GARLAND has resigned as director of sales promotion for WEEI and CBS in Boston to enter the Army under the Voluntary Officer Candidate 3-A Plan. He reports to Fort Devens, Mass., Oct. 19. Garland has been on the executive staff of WEEI since February 1941. Prior to that time, he had worked in the magazine and advertising fields 19 years.

'Petrillocracy'

THE *Philadelphia Inquirer*, most militant of the local newspapers in attacking James C. Petrillo, chief of the AFM, has coined a new word. In editorially attacking the union chief for banning transcribed broadcasts, forcing the war savings staff of the Treasury to abandon a special musical program and interfering with a similar project for the benefit of the USO, the newspaper described such actions as "Petrillocracy".

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

THE 920 Club program of WORL presents one of the most unusual situations in broadcasting. Where else in the country can you find a daytime station without network affiliations that ranks 2nd and 3rd among seven Boston outlets at specific periods during the day. . . climaxed by 22% of the audience (4 p.m. to 4:30 p.m.) according to the C. E. Hooper Winter and Spring Survey, December through April, 1941-1942.

THE abnormally low cost of WORL makes it one of the best radio buys in America. If you want to cover the Boston market, a multiplicity of spots will give you dominance at an extremely moderate expenditure.

NATIONAL and local advertisers have found that it can do the job single-handed . . . and we have the evidence to prove it.

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ **WORL** ☆ ☆ ☆

BOSTON, MASS.

Rosel Hyde Named To FCC Law Post

Gets Broadcast Assignment Left Vacant by Hilmer

IN KEEPING with its recently inaugurated policy of promotion from the ranks, the FCC last Wednesday announced appointment of Rosel H. Hyde, veteran FCC attorney as assistant general counsel in charge of broadcasting. He fills the vacancy created by the resignation of Lucien A. Hilmer, who on Oct. 1 joined the staff of the Board of Economic Warfare by transfer.

Mr. Hyde

The preceding week the FCC had announced promotion of Charles R. Denny, assistant general counsel in charge of litigation and administration, to the general counselship in succession to Maj. Telford Taylor, called to active service in the Army.

Vacancy Remains

A vacancy still exists in Mr. Denny's former post of senior assistant counsel. The report is current that Nathan David, FCC principal attorney, now in charge of legal war activities and a former assistant to Chairman Fly, is in line for Mr. Denny's post. Mr. Denny also was named chairman of the Law Committee of the Board of War Communications, a post Maj. Taylor also had occupied.

Mr. Hyde has been closely identified with legal aspects of broadcasting since he joined the legal staff of the former Radio Commission in July, 1928. Mr. Hyde was born in Idaho in 1900 and educated in its public schools, Utah Agricultural College and George Washington U Law School. He is married and has three children.

Blue Script Change

UNDER the direction of Dorothy Kemble, BLUE continuity acceptance editor, a new script routing division will handle the receipt and distribution of scripts for BLUE and local sustaining shows, previously a function of the program department, and network, local and spot commercial shows, with records of transcribed programs, previously a sales service function. Marcella E. Garvin, Helene Mazurek, Jean E. Wilkinson and Jack Flynn, who formerly handled the work in program and sales service, will constitute the staff of the new BLUE division.

Benny Discs for Marines

AT REQUEST of Maj. Raymond Hanson of the Marines recreation and athletic division, five extra recordings of the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grapenuts Flakes), will be made and distributed to Marine bases. Jack Benny, star of the program, will append a personal message each week.

SIGNING CONTRACT for thrice-weekly quarter-hour program on WBBM, Chicago is Ralph Heller, vice-president and general sales manager, Prima-Bismarck Brewing Co., Chicago. Watching the proceedings are (l to r) Johnnie Neblett, narrator of the new program titled *So the Story Goes*, A. Wesley Newby, president, Newby, Peron & Flitcraft, Chicago agency, and Stanley Levy, local salesman of WBBM.

Factory Sponsors

IN AN EFFORT to help relieve the labor shortage in war industries of Northern New Jersey, through appealing to women to seek employment, several leading manufacturers in the area are sponsoring a six-weekly half-hour program on WPAT, Paterson, titled *North Jersey Women at War*. Available jobs, and employment requirements at the sponsor's factories are listed during the program, which features an employment counsellor, who serves as a go-between for station and industries involved. Business was placed direct. Starting Oct. 19, series is aired at 10 a.m.

Plough News on Coast

PLOUGH Inc., Memphis (Pentro, St. Joseph's aspirin), on Oct. 5 started for 26 weeks sponsoring the five-weekly commentary, Fulton Lewis, jr., on 33 West Coast Don Lee stations, Monday, Thursday, Friday, 4-4:15 p.m. (PWT). Lake-Spiro-Shurman, Memphis, has the account.

GEORGE COREY, script writer of *This Nation at War*, presented on BLUE in cooperation with the National Assn. of Manufacturers, will go to England sometime next month to prepare several broadcasts of the series for shortwaving to the United States.

THE 'DIGEST' IS WIDE OPEN

KPRO Head Suggests Newspapermen May Have Sent in a Few Plug-Ugly Coupons

EDITOR, BROADCASTING:

The *Reader's Digest*, October issue, reporting on its campaign against radio commercials certainly left itself wide open.

On page 58 in the opening of their story they say that 15,000 *Digest* readers responded to their plug-uglies story which they ran two months before in their August issue. In other words, only a small percentage of the readers of the *Digest* found themselves agreeing with the stand taken by the *Digest* in the August issue.

The strange thing about it is that the *Digest* printed a form in the August and September issues to be cut out and sent in, thus making it easy to secure response. Still they were able to arouse only a few readers.

Analyze the people who subscribe to and read the *Reader's Digest* and you realize it is the few thousand people left in the United States who continue to indulge in reading on a habitual schedule; when you realize that most of the protest to radio commercials comes from these very people, it is astonishing to me that the *Digest* did not get 30 or 40 thousand responses because I understand in our own area alone a newspaper accounted for more than a dozen of the coupons and I am sure that the *Digest* must have at least 15,000 readers among the newspaper publishing fraternity who delight in responding to a campaign of this nature.

W. L. GLEESON,
President,
KPRO, Riverside, Cal.

Sanders Defeated In Louisiana Vote

Pending Legislation Not to Be Affected by Loss of Seat

DEFEAT of Rep. Jared Y. Sanders Jr., author of the bill to rewrite the Communications Act, in the Louisiana run-off elections last week will not affect the status of the pending legislation, it was stated by members of the House Interstate & Foreign Commerce Committee where the measure now reposes.

Mr. Sanders, by a narrow margin, was defeated in the run-off by James H. Morrison, one-time candidate for Governor. Neither had procured the necessary majority in the recent Democratic primaries and the run-off was necessary. The Democratic nomination is tantamount to election.

Hearings Held

Mr. Sanders introduced his bill (HR-5497) after a comprehensive study of the radio and communications field. The measure was the subject of hearings earlier this year and the committee announced its intention of revising the measure in the hope of action at this session. War exigencies, however, blocked that and Chairman Lea (D-Cal.) has not yet appointed the subcommittee to rewrite the measure.

It is expected no action will be taken until the new Congress convenes next January. There are at least a half-dozen vacancies on the committee. The bill, as revised, will be a committee measure rather than the Sanders Bill, and probably will be offered by Chairman Lea himself, who was renominated by both parties in the California primaries and therefore is certain of re-election next month.

Radio Drive Expanded By Schaeffer Brewery

F. & M. SCHAEFFER BREWING Co., Brooklyn, which has been confining its radio advertising almost exclusively to a musical program on WEAF, New York, for the past four or five years, has expanded to four additional New York stations using heavy news schedules.

Continuing the thrice-weekly *Schaeffer Revue* on WEAF, the beer company has added a thrice-weekly five-minute period on that station, featuring newscasts by Bill Hightower. Six-weekly participations have been placed on WJZ following a news spot on *Breakfast in Bedlam*. Schaeffer has also taken over thrice-weekly quarter-hour AP news programs by Alois Havrilla on WOR, in addition to five participations weekly on *Newsreel of the Air* on WHN.

On WMCA, Schaeffer has started five one-minute announcements weekly, in the evening period, to be increased to six-times weekly Oct 26. The expanded advertising schedule on all stations got under way Oct. 8. BBDO, New York, handles the account.

JOHNNY TIMEBUYER
HERE I AM AGAIN FOLKS! NOT ONLY READY, BUT ANXIOUS TO TELL YOU WHY RADIO STATION KEX IS THE INEVITABLE CHOICE IN PORTLAND, OREGON! LISTEN—
NO. 4 IN A SERIES PORTRAYING THE ADVENTURES OF RADIO'S "INDISPENSABLE MAN"—THE TIME BUYER
LOTS OF STATIONS ARE ABLE TO PUT OUT A GLAMOROUS LINE OF ADVERTISING—BUT THE BEAUTY WITH KEX IS THAT IT'S MORE THAN SKIN DEEP! THIS STATION DOES A SOLID JOB, ALL THE WAY THROUGH.
MISS KEX
GLAMOUR GIRL NO. 1
ABBE
HEMINGWAY
KNEASS
KEX LEADS IN NEWSCASTING IN PORTLAND, WITH ALL THREE SERVICES—ASSOCIATED PRESS, INTERNATIONAL NEWS AND UNITED PRESS—AND SUCH PERSONALITIES AS JAMES ABBE, FRANK HEMINGWAY AN' DON KNEASS!
IF YOUR CLIENT IS IN THE MARKET FOR A LIVE-TALENT SHOW WITH AN ESTABLISHED AUDIENCE — KEX CAN PROVIDE THAT, TOO! KEX POINTS TO A LONG LIST OF SUCCESSFUL SHOWS—FEEDS ONE OF THE MOST SUCCESSFUL SPONSORED SHOWS ON THE COAST TO THE BLUE NETWORK
IT'S EASY TO TURN LISTENERS INTO BUYERS WHEN YOU'RE ON KEX—FOR THIS STATION HAS A LONG ESTABLISHED AND UNUSUALLY LOYAL AUDIENCE!
WOW! WHAT A PROGRAM SCHEDULE KEX WILL CARRY THIS FALL AS AN OUTLET FOR THE BLUE! JACK BENNY...QUIZ KIDS...RAYMOND GRAM SWING...DOROTHY THOMPSON...DUFFY'S TAVERN...SPOTLIGHT BANDS...EARL GODWIN...TRUE AN' FALSE...AND MANY, MANY OTHERS!
A.P.
NEW PROGRAMS
PROGRAM SCHEDULE
I SUGGEST THAT YOU SIT RIGHT DOWN AND DICTATE A TELEGRAM TO KEX ASKING FOR IMMEDIATE AVAILABILITIES — BETTER YET, PICK UP YOUR PHONE AN' CALL THE NEAREST PAUL H. RAYMER OFFICE!
J. TIMEBUYER
KEX "THE VOICE OF THE OREGON COUNTRY" PORTLAND OREGON

Industry Leaders Are Named As OWI Regional Consultants

Will Report to William B. Lewis in Clearance Of All Government War Effort Broadcasts

IN LINE with its plan of introducing practical operating methods and policies in the clearance and coordination of all war effort Government programs, the Radio Bureau of the Office of War Information last Friday announced appointment of 17 well-known broadcast executives as OWI regional consultants.

To serve without compensation, these broadcasters will be field advisers of the Bureau, reporting to its chief, William B. Lewis, former vice-president in charge of broadcasts of CBS. They will work with stations and OWI branch offices in their various regions and also will coordinate their activities with the existing OWI Station Advisory Board.

List of Consultants

The new regional consultants are:

Herbert L. Pettey, WHN, New York; Lt. Leon Levy, WCAU, Philadelphia; G. Richard Shafto, WIS, Columbia, S. C.; Thad Holt, WAPI, Birmingham; Truman Ward, WLAC, Nashville; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Glenn Snyder, WLS, Chicago; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, KSTP, St. Paul; William Gillespie, KTUL, Tulsa; Martin Campbell, WFAA-WBAP, Dallas-Fort Worth; Robert Hudson, Rocky Mountain Radio Council; Lincoln Dellar, KSFO, San Francisco; Richard F. Connor, Southern California Broadcasters Assn.; Harold Fellows, WEEI, Boston; Sheldon F. Sackett, KVAN, Vancouver.

Carl Haverlin, vice-president of BMI in charge of station relations, recently appointed headquarters consultant on industry relations to OWI, assisted Mr. Lewis in the new station plan, as did Lt. Levy, who has been on special consulting duty at OWI from his regular assignment in the Navy public relations office in Philadelphia.

Two highlights of the plan, it was stated, are proposals for consolidation of all spot announcements emanating from the Government and, second, a new scheduling plan for all Government transcriptions.

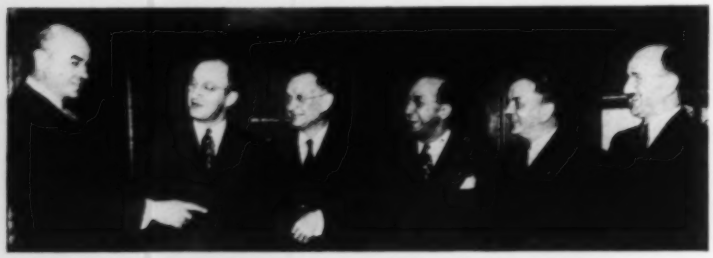
The plan will be explained in detail to the industry by Mr. Haverlin at the NAB district meetings, which open in Philadelphia Oct. 9 and which will be carried through Dec. 10, spanning the country. Mr. Haverlin will meet with the Radio Bureau consultants, OWI field representatives and war program managers from stations throughout the country, outlining the plan and how it affects coordination in individual stations.

After the 17 consultants have discussed the plan with Mr. Haverlin, OWI stated, they will be asked personally to present the plan to all station operators in their regions. The consultants will, at that time, compile information necessary to operation of the plan, noting suggestions or objections and securing final ratification of it from all stations.

Late in December, the regional consultants will attend a three-day meeting in Washington with the Radio Bureau officials and OWI regional men, for a discussion of the complete OWI operation. It is intended at that time, said the announcement, to disclose final details of the plan and its initiation the first of the year.

Members of the Station Advisory Board are:

Neville Miller, president, NAB; John Shepard 3d, president, Yankee Network; James D. Shouse, WLW-WSAI, Cincinnati; George B. Storer, president, Fort Industry Co.; O. L. Taylor, KGNC, Amarillo; Eugene Pulliam, WIRE, Indianapolis; John E. Fetzer, WKZO, Kalamazoo.



THROUGH THE EFFORTS of WWJ, Detroit, and Sam's Cut Rate Inc., Detroit department store, Detroiters will enjoy broadcasts of 21 concerts by the Detroit Orchestra this season. Picture shows principals in the deal, just after negotiations had been completed (l to r): Harry Bannister, manager of WWJ; Max Osnos, president of Sam's; Victor Kolar, conductor of the Detroit Orchestra; Herman Osnos, vice-president of Sam's; Jack Ferentz, president of the Detroit Chapter, AFM; Jack Kellman, assistant to the president of Sam's.

Jason Joins

LATEST recruit from the ranks of NBC, Hollywood, to be inducted into the Army at Fort MacArthur, Cal., in mid-October, entered his particular division with special permission of Sidney N. Strotz, NBC Western division vice-president. Not that the inductee was less than 100% perfect physical specimen, nor that his intelligence was questioned. Just a matter of Army regulations. And to keep the record straight, that division is: Canine; the enlistee: Jason, two-year-old boxer pup and mascot of NBC, Hollywood. Owner Strotz gave the necessary consent.

Philco on Full Network With CBS War Dramas

PHILCO RADIO & TELEVISION Corp., Philadelphia, on Oct. 16 became the 16th CBS sponsor to use the full network on the network's 15% discount plan, when it started *Our Secret Weapon* with Rex Stout on 119 stations. Heretofore heard on a sustaining basis Sunday evenings, the CBS dramatic program has been shifted to Fridays in the 7:15-7:30 p.m. spot, with a repeat at 11:15 p.m.

Mr. Stout, author and chairman of the Writers' War Board, is the program's "lie detective" as he exposes the fallacies of Nazi propaganda, assisted by Bob Trout, CBS correspondent in London. Agency for Philco, which is sponsoring the series on an institutional basis, is Sayre M. Ramsdell Associates, Philadelphia.

Kirkman Change

KIRKMAN & SON, Brooklyn, a division of Colgate-Palmolive-Peet Co., Jersey City, has appointed Newell-Emmett Co., New York, to handle its advertising, effective Dec. 1. The company, which manufactures soap products, is currently using the *Can You Top This?* program Tuesday evenings at 8:30 on WOR, New York, in addition to some spot radio. That show is also sponsored by C-P-P on NBC, through the Ted Bates Inc., New York. The newly-appointed agency for Kirkman has not yet announced plans for the account, and will not do so until after the appointment becomes effective. N. W. Ayer & Son, New York, is the current agency for Kirkman, but is understood to have resigned the account [BROADCASTING, Sept. 21].

Prager Promoted

BERT PRAGER, talent buyer of Benton & Bowles, New York, and previously in the agency's commercial department, joins Donahue & Coe, New York, in the newly-created position of radio director, effective Oct. 19. Prager will have complete supervision of talent buying, creating and producing of radio programs, and spot announcements for the agency's accounts.

Libraries Flourish Despite AFM Ban

Reserves of Music Stored Up Other Backgrounds Used

DESPITE the Petrillo ban on recorded music since Aug. 1, the transcription library business is not only continuing but flourishing according to reports made to BROADCASTING last week by several New York transcription companies which stated that new and renewal contracts are being signed with stations as usual and with no diminution in volume attributable to the stand taken by the musicians' union.

From the date of Petrillo's speech to the AFM convention last June, announcing his intention to withdraw all AFM members from the employment of recording companies, until the ban actually became effective, recording companies worked long and hard to store up a reserve supply of their library transcriptions, so that stations largely dependent on recordings for their musical programs might not be immediately affected by the AFM action.

Other Backgrounds

In addition, since Aug. 1 the backlog of transcriptions has been augmented by records performed by harmonica groups, choruses singing a capella and other musical combinations which do not come under the AFM ban.

While refusing to divulge future plans, executives of the companies indicated that their willingness to sign new contracts at this time is evidence of their intention to make every effort to continue to supply library service to their station subscribers.

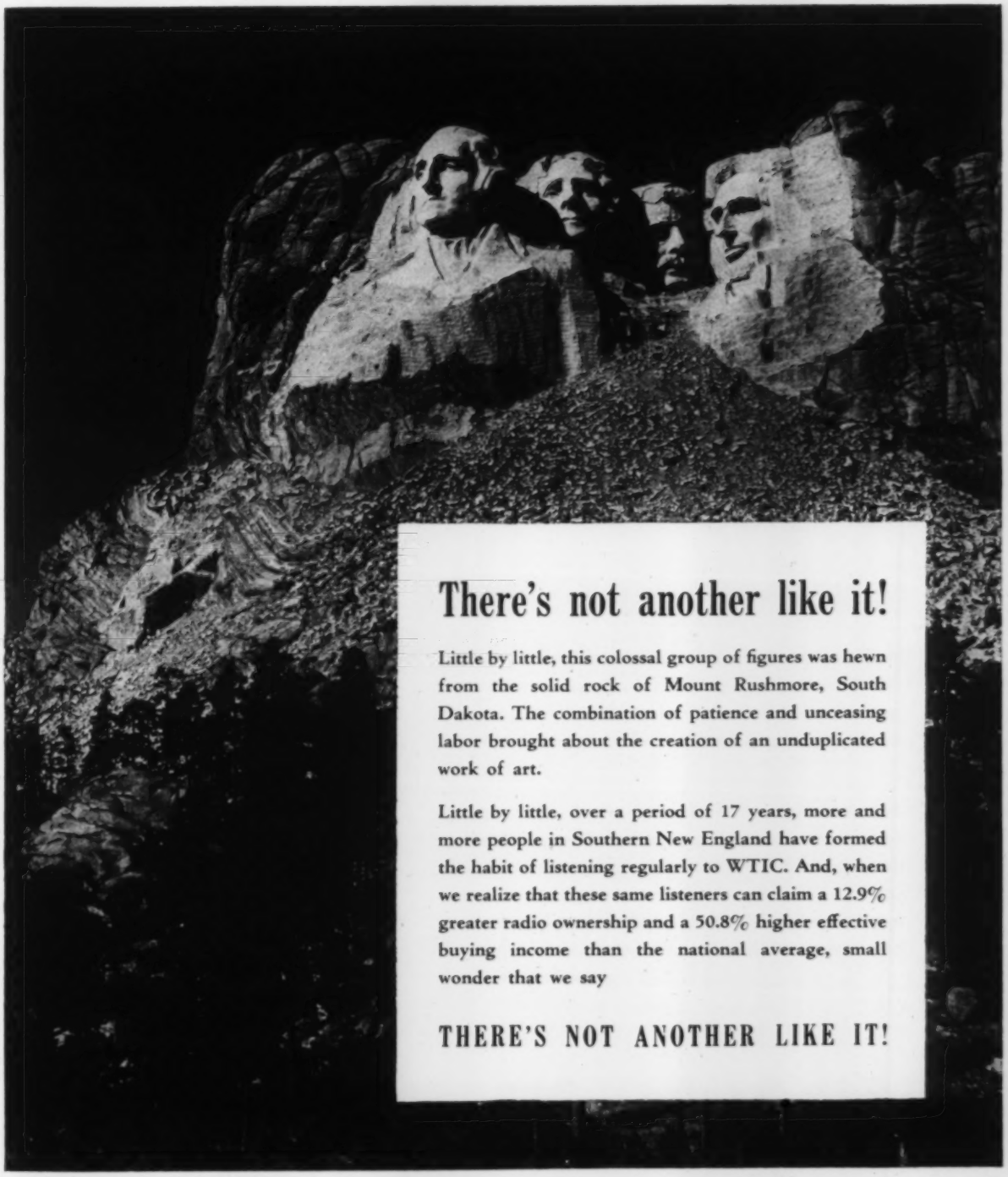
NBC's Radio-Recording Division announced new contracts for its Thesaurus service with WJLD, WBTM, KEYS, PRB6, WMOS, WHBC, CKWS, WLAW, KBWD, CHOV, CMCF, WMAL, KWLK, KMPC, K49KC and renewals from 57 stations.

World Broadcasting System's new library subscribers include WMBR, WJBC, WCAU, WIRE, KOAM, WSAP, W75NY, KTUL, WDAE, WOWO-WGL, WSBA, WGBI, KRDW. This company also reported numerous renewals from existing clients.

New contracts for the library service of Associated Music Publishers have recently been signed with WCPO, XEQ, WJWC, KHQ, WSBA, WALB, in addition to numerous renewals.

Cudahy Change

CUDAHY PACKING Co., (Old Dutch Cleanser) on Oct. 19 shifted *Helpmate*, daytime serial, on NBC at 10:30-10:45 a.m. from New York to Chicago. The new cast will include Fern Persons, John Larkin and Beryl Vaugh. Frank and Dorothy Hursley will write the program while Lloyd G. Harris will direct. Grant Adv., Chicago is agency.



There's not another like it!

Little by little, this colossal group of figures was hewn from the solid rock of Mount Rushmore, South Dakota. The combination of patience and unceasing labor brought about the creation of an unduplicated work of art.

Little by little, over a period of 17 years, more and more people in Southern New England have formed the habit of listening regularly to WTIC. And, when we realize that these same listeners can claim a 12.9% greater radio ownership and a 50.8% higher effective buying income than the national average, small wonder that we say

THERE'S NOT ANOTHER LIKE IT!

WTIC

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

No?

Then possibly your troubled look, sir, stems from the same problem facing J.F.—a food advertiser whose transcribed programs have carried music, and whose promotion set-up has been thrown askew by the recording ban. Perhaps like J. F. you're casting about for substitute shows.

No? Hmm . . .

Well maybe you simply want to sell more of your product, eh?

Yes?

Then you should consider the KMBC Happy Kitchen —the feature that

HAS MORE LISTENERS THAN ANY PARTICIPATING PROGRAM HEARD IN KANSAS CITY—Pulse

HAS BEEN SPONSORED BY MORE BIG-TIME ADVERTISERS THAN ANY SHOW OF ANY KIND EVER HEARD IN KANSAS CITY!

A few choice availabilities still remain. For details, see your nearest Free & Peters office.

KMBC
OF KANSAS CITY

Free & Peters, Inc. CBS Basic Network

BARTENDER'S APRON, prop figuring in *Duffy's Tavern*, gets enother signature on the occasion of the program's debut on BLUE Oct. 6 for Bristol-Myers Co. (Minit Rub, Sal Hepatica). Adding his autograph to the scrawls of guest stars who appeared on the show on CBS last year for General Foods, is Joseph Allen, advertising manager of the new sponsor. Observing the procedure are: Edgar Kobak, executive vice-president of BLUE (right), and Ed "Archie" Gardner, "bartender" of the *Tavern*. Young & Rubicam, New York, is agency.

Impressions from London

(*Continued from page 10*)

whom, the wartime mail service being what it is, they may not have heard for months on end, or even years.

Always Aware

Yet you know, despite their reticence and despite the present lull, that they are constantly conscious of the war. How can they help but be, with their complete blackouts . . . with town and countryside bristling with soldiers and military emplacements . . . . with two out of every three of them engaged in war work . . . with private autos entirely banned . . . with their so-called austerity diet . . . with rationing of just about every necessity . . . with newspapers down to only 4 or at most 10 pages . . . with such commonplaces (to us) as orange juice and eggs for breakfast, lemons for cocktails, roasts and steaks for dinner, just about unobtainable. But it's amazing how quickly and how cheerfully you become accustomed to these things.

We've seen *nothing* yet at home, compared to what these people have faced and are facing in the way of everyday deprivations or curtailments. Yet the austerity program allows enough necessities for everybody—no one can possibly go hungry and I'm told the health of the British is better than it ever was.

Never a squawk do you hear, for example, in a restaurant, when a dinky portion from an abbreviated menu is served; and you take it for granted when, at maybe 1:30 in the afternoon, the menu is abbreviated still further; or, if you've come late for lunch or dinner, as I often have, the proprietor or head waiter says, "Sorry, closed now, no more servings, no more food supply".

My own job here has been to study Anglo-American radio relations, which are growing in importance and which will continue to be important after the war is won. There isn't much I can report as yet about my observations, which I hope will be of some help later to our broadcasting industry. That radio is playing an enormous role in this war, doing secret things you and I as listeners seldom hear about—like the aircraft radiolocator—goes without saying.

I can say this, though, that the British Broadcasting Corp. people, running a much different system from ours, surely have a wholesome respect for our broadcasting system and radio methods. They are constantly sending men over to America on radio missions; Sir Cecil Graves, joint BBC director-general, and Noel Newsome, operations chief of BBC's European Service, have just returned from official missions to our country. BBC maintains offices in New York, Washington and elsewhere in the United States and Canada to take advantage of what we have to offer. And some of the most popular programs on BBC are rebroadcasts, usually via recordings, of some of our own favorites back home.

World Series, Too

In their European Service broadcasts, which are aimed at that beleaguered continent and which consist mostly of news, and in their Overseas Service broadcasts via shortwaves to the rest of the world, they are doing a magnificent job from here, and they have lots to teach us. The European Service news, incidentally, is carried in more than a score of languages on long and medium and shortwaves, and includes some periods prepared by our Office of War Information and relayed voice from New York. It is noteworthy for its absolute integrity—especially by contrast with the drivel outpourings of misinformation and abuse from Herr Goebbels' vast network of transmitters all over Europe, including that truckling but much-quoted Vichy Radio.

And BBC officials want to co-operate with our forces in giving our boys in the camps the kind of programs they want to hear. So they regularly put on Jack Benny or Bob Hope from transcriptions, Bing Crosby on recordings, nightly American sports reviews, and other American-made shows, like the Army's *Command Performance*, some of them to the delight of their own audience. They are even broadcasting, starting tomorrow, a daily report of the world series immediately after each game, which the Americans here will certainly welcome.

Brewster Morgan on Job

Our people still have a lot to do, however, toward getting more of the American radio programs our boys want on the air over here—and that's one of the jobs Brewster Morgan, the well-known radio producer who has just come over here to head OWI's radio, has plunged into. Shortwave reception is poor; there aren't many shortwave sets in the camps anyhow . . . and obviously the BBC cannot be expected to turn over its whole system to the kind of programs the Americans want to hear during their leisure hours.

As for the American radio reporters here, they are doing a great job, and they stand just as high as our fine corps of newspaper correspondents. Ed Murrow and John MacVane, Bob Trout and Charles Collingwood, John Steele and Arthur Mann, all are well recognized as important interpreters of the war scene here. Stanley Richardson, former AP foreign correspondent recently with the radio section of our Office of Censorship in Washington, arrived last week to become NBC's London office manager, and Alex Dreier, formerly in Berlin for NBC, is taking over for Bob St. John here.

The prestige of our foreign radio correspondents may be gauged somewhat also by the splendid books they have turned out: Bob St. John's *Land of the Silent People*, Harry Flannery's *Assignment to Berlin*, Ed Murrow's *This is London*, Bill Shirer's *Berlin Diary* —and, most recent and a very excellent job, *Last Train From Berlin*, by Howard Smith, of New Orleans, who is now in Switzerland for CBS.

Reporters Needed

Here in London we also have Columbia's own Com. Harry Butcher, who took leave not so long ago as CBS Washington vice-president, to fill the important post of naval aide (and, incidentally, unofficial radio advisor) to Gen. Ike Eisenhower, our commanding officer for the European theatre.

I have wondered why BBC didn't send over to America a few British radio reporters to do the same kind of Transatlantic job for its networks that ours are doing. I in-

(*Continued on page 43*)

Here's what happened when we tested KGO's pulling power!

20,167 requests for tickets to "Breakfast at Sardi's"

Late in July, Tom Breneman, MC of "Breakfast at Sardi's," announced his 9:30 A.M. show would be presented from San Francisco, for one week. He invited his listeners to write KGO for tickets. What happened! KGO's phones were jammed five minutes after the announcement. Two extra girls were hired to handle the mail. And, when the storm subsided, requests for 20,167 tickets had been received. The final show was put on before 13,087 guests in the S. F. Auditorium.

1856 World War Atlas' sold by a few 30 second announcements

Here's a test which was made against the toughest kind of competition. A World War Atlas was offered at 25c per copy on a KGO news show. This offer competed with the second highest ranking news program in this area. With just 22 thirty-second announcements, 1856 copies of the Atlas were sold. And, this new KGO news program, at the time, hadn't been on long enough to establish a Hooper rating. You'll find, on investigation, many good news buys on the *new* KGO.

1735 War Bonds sold during "Bond Night on the Blue"

KGO is particularly proud of this test. You'll recall the monumental program, "Bond Night on the Blue," staged Saturday, August 29th. During the show the audience was requested to phone, wire or mail pledges for War Bonds. The result. A total of 1735 telegrams and phone calls were received while the show was on the air. These same people ordered nearly a quarter of a million dollars worth of War Bonds. Nothing was prearranged . . . but it indicates to you the pulling power of the *new* KGO.

Investigate the new KGO . . . the action station in San Francisco

There's other evidence of the *new* KGO's pulling power, too. For instance, KGO has sold this year more locally-produced ½-hour shows than any other San Francisco station . . . Local and spot sales are each month 30% to 60% ahead of last year. And with the new Fall Blue Network schedule even greater things are in the offing! Keep posted on the *new* KGO . . . the *action* station in the great San Francisco-Oakland market.

Blue Network Key Station for Northern California

The New KGO
SAN FRANCISCO · OAKLAND

Represented Nationally by Blue Spot Sales Offices

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · SAN FRANCISCO

810 KCYLS · 7500 WATTS

Fizz Quiz Makes Sales Whiz!

So everything is Hooper-dooper with Alka-Seltzer and the BLUE

Prof. Kelly: Kids, meet Statistic, who wants to ask you some questions.

Quiz Kids: Ixnay. That's not in our contract. Fifty-two Sundays a year, over 66 Blue Network Stations, we answer everything from the Sphinx's riddle to a sponsor's prayer. Today, *we* do the asking!

Dick: And I'll start. Statistic, who's your old man?

Statistic: My paternal parent is Dr. C. E. Hooper—than which no Statistic could have a better.

Jack: You mean the man with all the swell phone numbers?

Statistic: Accurately speaking, my young savant, Dr. Hooper's telephone numbers are *typical* rather than swell. They're the numbers of regular, cross-section Americans—the millions who spend the billions. In the present case, Dr. Hooper's staff in 32 cities called 3,276 families who, in the preceding 11-month period, had already been contacted once—during the half-hour that Quiz Kids were on the air.

Margaret: And did we slay 'em!

Statistic: Yes, my modest miss, you did. Exactly 835 verified the fact that they listen to Quiz Kids. Only 476 verified that they don't listen to the program. That's 75% more *verified* listeners than *verified* non-listeners. (The balance, having stated on one call that they listened but on the other call that they did not listen, are unverified.)

Gerard: Here goes our neck out. What about the sordid, commercial side. I mean, how's the gate? Do our tuner-inners go for Alka-Seltzer?

Statistic: Do they! 21.1% of the listeners use Alka-Seltzer, as compared with 12.2% of the non-listeners.

Richard: So what's the final answer?

Statistic: Easy as rolling off a logarithm. Listeners to you and the BLUE use Alka-Seltzer 73% more than non-listeners. And that's a Hooper-dooper of a record!

* * *

P. S.: The BLUE is signing this advertisement. But we're not trying to hog the credit. The headwork was done by Alka-Seltzer and the Wade Advertising Agency. But don't forget, *part* of that headwork was the selection of the thrifty, efficient BLUE . . . the network that delivers your message in *more homes per dollar* than any other medium. Call in our representative and let him prove that fact in Blue and White.

Blue Network Company, A Radio Corporation of America Service

The Blue Network

XUM

Service
Promotion
MORE POWERFUL
Don't Guess
TEST IT ON
WNBC
HARTFORD
FULL TIME
5,000 Watts
ADVERTISERS RECOGNIZE
ITS SELLING POWER!
Plus LOW RATES!
Basic Blue Network
REPRESENTED BY
HEADLEY-REED CO.

WHAT'S WHAT IN Boston

5.

WCOP merchandises advertisers' programs. Ask us to tell you how!

REPRESENTED BY
HEADLEY-REED CO.

WCOP
BELONGS ON YOUR SCHEDULE

Merchandising & Promotion

Full CBS Net Ups Ratings—CBC Promotion—Student Workshop—'Code' Message

HOW NINE CBS programs out of the current group of 24 now using the full network increased their ratings in ten cities tested by C. E. Hooper, is the subject of a 10-page, tan brochure issued by CBS and titled "UP went their hands and UP went their ratings. . . ."

The Hooper ratings were computed a week before and a week after the full-network plan went into effect for the programs. Ratings in the cities added to the programs were also higher than the national Hooper ratings for the same programs. The cities tested were Atlantic City; Anderson, S. C.; Augusta, Ga.; Erie; Mason City, Ia.; Meridian, Miss.; Montgomery, Ala.; Parkersburg, W. Va.; Quincy, Ill.; Uniontown and Erie, Pa.

* * *

CBC Promotion

CANADIAN Broadcasting Corp., to publicize its various programs has started wide distribution of brochures and posters about its various programs. Women's clubs receive literature on women's wartime programs; farm and labor groups are advised of forums and special programs by means of posters for bulletin boards in union halls, in factories, post offices, communal farming centers, school children have the new national radio educational broadcasts brought to their attention by means of special booklets, and other literature. Not only the CBC stations act as distributing centers, but also the private stations using these programs. A new *CBC Monthly Guide* to broadcasts of educational and cultural value is being sent to all schoolteachers. Other publications are in the offing.

* * *

Brooklyn Auditions

YOUNG PEOPLE eager to break into radio, whether in writing, acting or announcing, are invited to audition for *Student Workshop*, weekly Saturday morning program heard on WLIB, Brooklyn. The series includes dramatic presentations of various topics of national interest to youth, in addition to interviews with well-known personalities.

* * *

'Code' Message

CAPSULES containing a 'secret code message' are mailed out by WOR, New York, to prospective buyers. When opened, message, typed on thin tissue reveals that 63 of the nation's largest military bases are in area covered by WOR, and describes selling power available on the station.

* * *

Milk on the Table

WITH TEA AND COFFEE rationed in Canada, three Rouyn and Noranda dairies have started a series of quarter-hour programs on CKRN, Rouyn, Que. with the theme that "milk is not rationed" and featuring the slogan "put the milk jug back on the table."

On the Air First

REVERSING the usual formula of interviewing prominent persons after their story and pictures have appeared in newspapers, KGO, San Francisco, has arranged with the *San Francisco Chronicle* to print pictures and stories about persons in the news after they have been at the KGO microphone. Under this three dimensional coverage plan of word, voice and picture, the listener is informed after hearing the talk that photographs and a printed statement may be found in the *Chronicle*.

* * *

WSBA Promotion

FIRST month's promotional campaign for WSBA, new 1,000 watt regional in York, Pa., includes bus card announcements, 17 billboards, and movie trailers in seven local theaters. Ceramic ash trays have been given to a selected agency list and match books—featuring a microphone design on the cover, news schedule on the inside cover, and call letters on each match—will be widely distributed.

* * *

Live Turkey

LIVE TURKEYS greeted radio editors of New York newspapers the morning of Oct. 8 to remind them that Abbott & Costello would start their new show on NBC that night. With the turkeys came a box of grain and a nice little note—"We'll give you enough corn to have this turkey fat by Thanksgiving"—signed by the comedians. The show is sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, for Camels.

* * *

WTMJ In Movies

COLOR movies of WTMJ-W55M, Milwaukee, have been prepared by Wadhams-Division of the Socony Vacuum Co., sponsor of Russ Winnie's sports broadcasts over the station for the past 13 years. Narrated by Winnie, the film gives the complete story of the new radio center. It will be shown at dealer meetings of the sponsor throughout the Middle West, tieing in the firm's products.

* * *

Working With Druggists

MERCHANDISING sheet is distributed by WHO, Des Moines, to local druggists urging them to coordinate their sales efforts with the courtesy plugs used by the station to urge listeners to patronize their local druggists. Sheet previews the coming month's announcements, and urges stores to tie in displays and other promotions.

One-minute Transcriptions

Regional Advertisers are signing for a series of one-minute syndicated transcriptions produced by Harry A. Goodman Co., New York transcription firm, and featuring Joey Nash, singer and actor. Commercials are for the most part "tailor-made" for individual sponsors, with some adaptable for the insertion of live announcements at the point of broadcast.

ALL WINDOWS of the Franc Rogers Dept. Store, New Yor carried these WNEW microphon and signs as a joint tieup with th store's sponsorship of Miss Ca vens' program on WNEW, Ne York, and as special decorati for the celebration of its 75th an niversary. All customers in th store received stickers on the packages similar to the windo cards, while all employes in th store received letters from Mi Cravens on her "joining the staf

Ad Council Names Eight To Board of Director

INCREASED calls from Govern ment departments on the Advertis ing Council for assistance have le to an increase in the size of th board of directors, according t Dr. Miller McClintock, executiv director, who announced the fo lowing recently-elected director

William Howard, vice-president R. H. Macy & Co.; Stuart Peabod vice-president, Borden Co.; Verno Beatty, advertising manager, Swif & Co.; Carleton Healy, advertis ing manager, Hiram Walker Inc Allen L. Billingsley, president Fuller & Smith & Ross; Thomas D'A. Brophy, president, Kenyon & Eckhardt; Richard Compton, presi dent, Compton Adv.; William Rey del, partner, Newell-Emmett Co

The Council's expanding pro gram, Dr. McClintock said, in cludes such new projects as Series A Bonds for the Treasury, meat rationing for OPA, fuel rationing for OWI, transportation conservation for ODT and the typewriter repurchase plan for WPB.

Farm Forum Tested

OPEN FORUM for farmers is a new type farm program with which the U. S. Dept. of Agriculture is experimenting on WSKB, McComb, Miss. Problems, achievements, failures and plans of farmers are discussed. The weekly series is supported by six counties in southwest Mississippi, the Farm Credit Assn., farm agents, AAA committees of the counties and other agencies.

KELLY & YOUNG Radio Productions New York, has taken over *Sam Cuff's Face of the War*, previously handled by NBC Radio-Recording Division. Transcribed series has been sponsored on over 80 stations. Program is currently being considered by a national advertiser for use in several markets.

THIS IS A LONG DISTANCE SWITCHBOARD

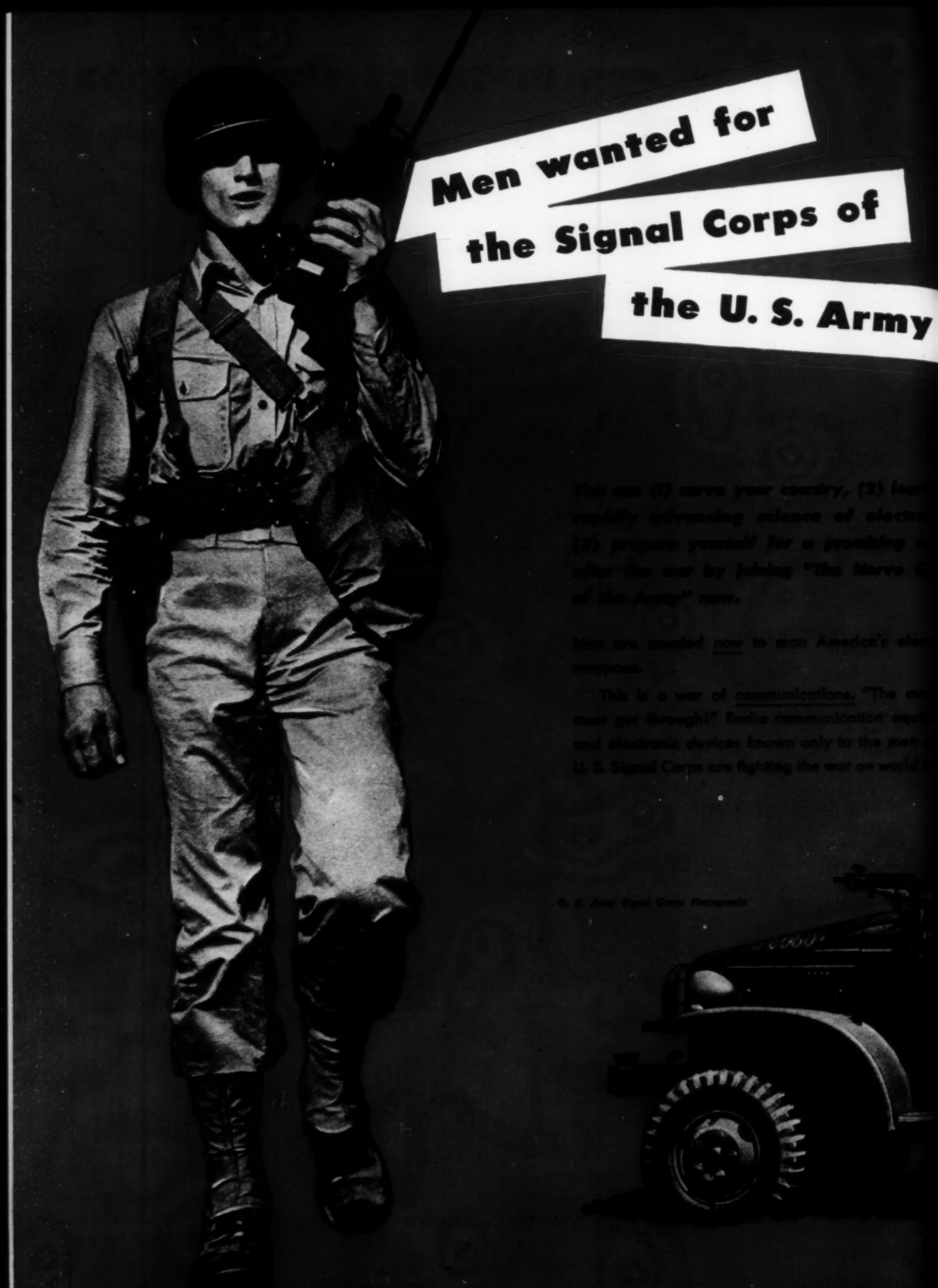
We can't get materials to build enough of them. And those we have now are crowded with war calls.

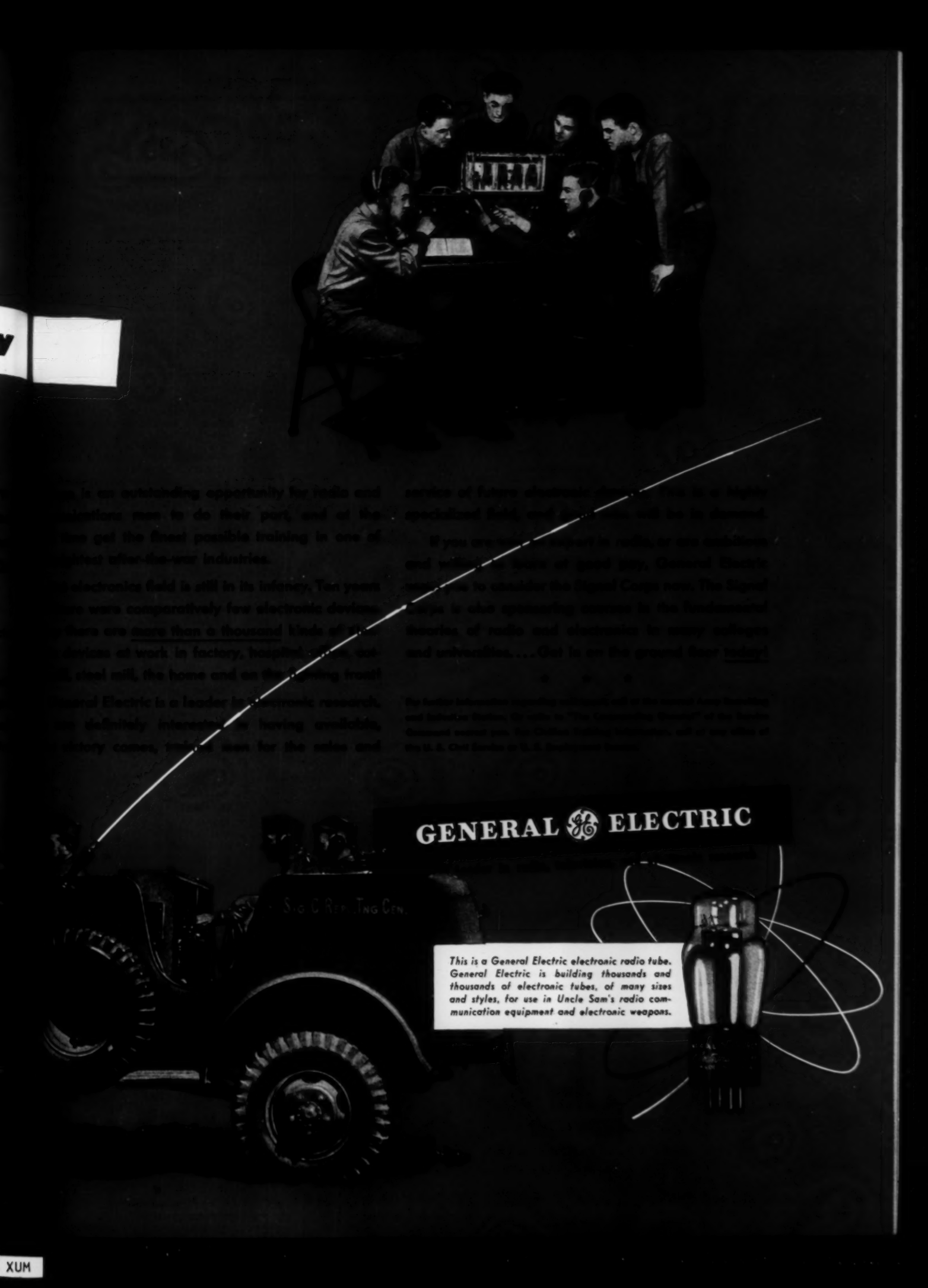
So please do not make Long Distance calls to centers of war activity.

These girls are at battle stations on the telephone front. They have as much as they can do to get the war calls through.

BELL TELEPHONE SYSTEM

WAR CALLS COME FIRST


Men wanted for
the Signal Corps of
the U. S. Army


GENERAL ELECTRIC
This is a General Electric electronic radio tube. General Electric is building thousands and thousands of electronic tubes, of many sizes and styles, for use in Uncle Sam's radio communication equipment and electronic weapons.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

ORIGINALLY scheduled to start on the BLUE Oct. 6, the series titled *Victory Hour*, aimed at students in the classrooms, will start Oct. 20 in the Tuesday 2:30-3 p.m. spot on the BLUE [BROADCASTING, July, 13]. High school principals and superintendents gathered in the studios of local BLUE affiliates Oct. 15 to hear a closed circuit presentation of the show, and speakers urging them to schedule the series as part of regular school schedules.

As the official program of the newly-formed High School Victory Corps and presented in cooperation with the War and Navy Depts., the Office of Education and the National Education Assn., the broadcasts will feature one service band each week, short dramatic sketches with a war effort theme, pickups from army camps and defense plants and guest stars. George V. Denny, Jr., moderator of the BLUE program *America's Town Meeting of the Air*, will serve as m.c.

* * *

Canadian Salute

A NEW international program for and from the armed forces is being heard each Wednesday noon from CKCL, Toronto, and in the United States over MBS. *A Salute to Americans In the RCAF* is a program in which Americans serving in the Royal Canadian Air Force will speak to their relatives south of the international border, with the RCAF band at Toronto supplying martial music. Al Leary, manager of CKCL is m.c. of the program which is aired from the theatre at the No. 1 Manning Depot of the RCAF at Toronto.

Purely PROGRAMS

WBYN News

CALL LETTERS of the station carrying the six-hour program *We Bring You News* every weekday are WBYN, Brooklyn, not WBNY as reported in the Oct. 12 issue of BROADCASTING. The series, titled after the station's call letters, is being so well received, according to William Norins, WBYN director, that the station may be made into the first all news radio station in the country. Heard from 12 noon to 6 p.m. is news every minute on the minute.

* * *

Days of Yore

FLASH-BACKS from the memories of husband and wife are dramatized in *Our Secret World*, weekly program written, directed and produced on WOR, New Work, by Ilse Intrator, German refugee actress. Series centers around a pact made by a couple that whenever separated, each would set aside a definite time each night to "talk" with the other. Their reminiscences are re-enacted with one or the other serving as narrator.

* * *

Entertaining Soldiers

SOLDIER's entertainment wishes are granted on a new program sponsored by Public Service Co. of Colorado on KLZ, Denver. Show features all-soldier talent from nearby posts, and is climaxed by interviews with four or five soldiers who are granted any entertainment they ask for, with the sponsor footing the bill. Recently, for instance, a soldier got use of a bowling alley for himself and his pals for an afternoon.

* * *

High School Debate

HIGH SCHOOL students debate current topics on *High School Forum*, half-hour weekly program now entering its second year on WTOL, Toledo. Debates take place before a live audience in a vocational school auditorium, and are arranged by the Radio Education Department of the Toledo public schools.

Double Cast

SOMETHING new in radio serial casting is the current plan of Anne Nichols, author of NBC's *Abie's Irish Rose* series, sponsored by Procter & Gamble Co., Cincinnati, for Drene. Miss Nichols is building the radio cast with an eye to the camera, so the whole group can transfer to Hollywood for the moving picture remake of the radio series.

Dutch Role

AS PART of a group of programs on WNYC, New York, bringing news of the United Nations, a series has been started by Henrik Willem Van Loon, author, on the role of the Netherlands in the war. Already in operation is a weekly broadcast on the activities of the De Gaulle faction, under auspices of the Fighting French. Plans are under way to add programs representing other members of the United Nations.

* * *

Famous Women

THREE "famous women" of the world, and three "famous women" of the Cincinnati area will be nominated by listeners of WCKY, Cincinnati, after a series underway on Olive Kackley's *Famous Women* program. Prizes totaling $100 are offered for letters.

* * *

Recipes Minus Sugar

BEST RECIPE of the week containing sugar substitute wins a prize of $1.00 worth of War Stamps on *Women in War*, Denise Keller's weekly program on Tuesdays, 10:45 a.m., WICC, Bridgeport. Guest speakers are interviewed on the same program.

* * *

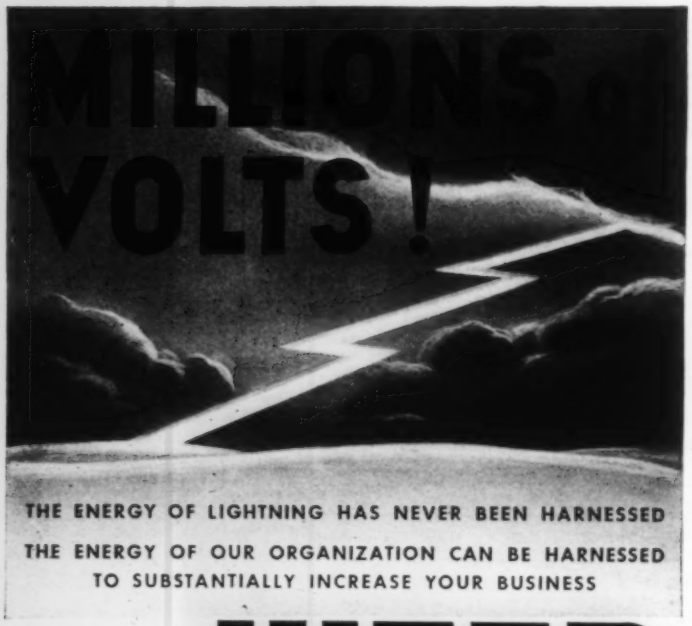
Hospitalized Soldiers

VISITS to a military hospital are featured on a twice monthly show on CHML, Hamilton, Ont. Program consists of a fast moving variety show presented as entertainment for bedridden soldiers, sailors and airmen.

* * *

German Interview

FAMOUS EUROPEAN personalities from music and drama circles are interviewed in a weekly German language series on WHOM, Jersey City.



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CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

LETTER A MONTH
General Mills Pushes Drive To Write Soldiers

THROUGH ITS BLUE daytime serial for Wheaties, titled *Jack Armstrong*, General Mills, Minneapolis, has launched a project in which children listeners are asked to pledge themselves to write one letter each month to a fighting man, either a member of the family or a friend. Children are invited to organize five friends into units of the the project's "Write-A-Fighter-Corps". The "Quiz Kids", stars of the BLUE program sponsored by Miles Laboratories, Elkhart, Ind., for Alka-Seltzer and Vitamins, will comprise the first WAFC unit in the country.

BLUE affiliates are being asked to promote the idea through newspaper and car card advertising, and other media, and have received recordings, prepared by Knox-Reeves Adv., Minneapolis, agency in charge, giving suggestions for station and program promotion, as well as details of the plan.

Chicago School, Zenith Affected by FTC Action

CHICAGO TECHNICAL COLLEGE, correspondence school, has been ordered by the Federal Trade Commission to cease certain advertising practices used on the radio and in other media for its courses in drafting, building, air-conditioning and refrigeration. The FTC order was directed against representations that the school's enrollment was limited, that graduates are assured positions and other claims.

Another FTC order last week against Zenith Radio Corp., Chicago, instructed the radio receiver manufacturers to cease advertising which the Commission said misrepresented the number of tubes in its sets, and the power of the receivers. The Commission said Zenith falsely advertised that its sets could pick up programs broadcast from Europe, Latin America and the Orient every day, and that they would be reasonably audible under all conditions.

Canada Camp Series

THE Canadian army is recruiting from its ranks and from outside army ranks talent for an *Army Show* which will stage regular broadcast programs at various military camps and training centers and may possibly go overseas later on. Vic George, president of Whitehall Broadcasting, Montreal, is to be appointed general manager of the group, with an army commission.

Ham Clambake

IDEA mart for amateur operators has been set up at WCKY, Cincinnati, by Announcer John Watkins in the form of an early morning program known as Ham Club. The program will serve as a clearing house, swap club, idea center and unofficial parent for WCKY listeners. No messages will be transmitted.

Any way you look at it KPO is the number **1** station in San Francisco. KPO has more power more top flight programs (check Hooper and C.A.B.) and more modern facilities than any station in the rich Northern California market. All this means one thing to advertisers—more sales! Get the facts from any NBC spot sales representative.

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS
NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

They Like Our Style

A station either DOES or DOES NOT have that certain something — you know—the honest-to-goodness ability to move merchandise from dealers' shelves. WAIR is famous for its salesability. A test will prove it.

WAIR

Winston-Salem, North Carolina

Tick-tick-tick Tick-tick-tick-tick Tick-tick-tic

Tie YOUR Tale to WHEBBY's ASSOCIATED PRESS Teletype, and Pull a "News High" in Sales!

WHEB

Portsmouth, New Hampshire

Boston Rep: BERTHA BANNAN

WCHS

CHARLESTON, W. VA.

5,000 ON 580

CBS AFFILIATE

WGPC

"Spending Spot" COVERAGE *of one of Georgia's Richest Markets*

The Pioneer Station of Southwest Georgia

ALBANY GEORGIA

CBS 250W 1450KC

Represented by SPOT SALES Inc.

in the CONTROL ROOM

CHARLES PARKER has been transferred to the transmitter staff of KOMA, Oklahoma City, and is assistant chief of the engineering staff. New engineers at KOMA, to fill vacancies left by the Army are Danny Daniel and Dick Tulius of KTOK, Oklahoma City, and Remy Perot.

EDDIE OATES, assistant to the chief engineer of WINS, New York, left the station last week to enter the Army.

IVAN WAYNE, technician of WFAA-WBAP, Dallas-Fort Worth, and member of the Plainsmen Quartet, is the father of a girl born recently.

RALPH WARD, control room engineer of WFIL, Philadelphia, joined the Army on Oct. 15.

BILL NEILL, engineer of WFIL, Philadelphia, will report Oct. 30 for duty as a warrant officer in the Navy.

CARL CHRISTIANSEN, technician of KYA, San Francisco, recently was inducted into the Army.

JACK QUINN, announcer-technician at KJBS, San Francisco, has resigned to join shortwave station KGEI as engineer.

HOMER POPE, operations engineer of KOMO-KJF, Seattle, was married recently to Virginia Murray, station librarian.

ARTHUR FULTON has joined Don Lee Broadcasting System, Hollywood, as sound engineer. He formerly operated his own transcription studios under firm name of Fulton Sound Enterprises.

CLYDE GREEN, of the engineering staff of WTCN, Minneapolis, has been appointed first lieutenant in the Army Air Corps. Jerry King-Ellison, also of WTCN, enlisted in the Navy as first class radio man. Newcomers to WTCN are Leo Aro, formerly with WMIN, St. Paul, and Harry Zeabel, formerly of WDGY, Minneapolis.

PHIL GREENSTONE, studio control engineer of WLIB, Brooklyn, leaves Oct. 23 for duty with the First Fighter Command of the Army Air Forces.

MARTIN GABRIEL has joined WOWO-WGL, Fort Wayne, as engineer.

GIL JOHNSON, formerly control engineer of WEAN, Providence, is now chief engineer at WFCI, Pawtucket, and Charles Hayman, formerly control engineer at WFCI, is supervisor of the control room staff. New men in the control room are Garry Lampinsky and Bob Morgan. Gerry is brother of Gus Lampinsky, WPRO, Providence. Henry J. Byrnes, WFCI control and recording engineer has joined the Navy as 1st Class Electrician, stationed at Quonset Point, R. I., and Jack Perry, and Gene Soares of the engineering staff, are Marine staff sergeants at Quantico, Va.

CLYDE MOSTELLER, WFAA, Dallas, engineer, who resigned to head the radio section of a defense plant, is the ninth engineer to leave for war service in less than eight weeks. Joe Kelly, Theil Sharpe, Loran Wicker, Bill Ellis, Vernon Mallory, Jim Speck and Paul Bostaph have commissions, and Jack Hopkins enlisted in the Army as a private.

AL McDOWELL of the engineering staff of WIBG, Philadelphia, married Louise Hutson.

HOWARD KAPLAN, engineer of WJWC, Chicago, has joined the Army Air Corps.

THOMAS DOONAN, engineer of WHO, Des Moines, is foster-father of a girl, Sandra Jean.

ART RYDBERG, transmitter engineer of WHO, Des Moines, has returned to work following hospitalization for surgery.

JOSEPH MACKORA, engineer of WNBC, Hartford, is father of a girl.

LEE STEVENS, control engineer of WLAV, Grand Rapids, has completed a four-month course of receiver-inspection training at RCA, Camden.

SAM FELSINGER, studio control engineer of WLIB, Brooklyn, is the father of a baby girl.

EARL JAMES, field technician of WABC, New York, has left CBS to be inducted into the Army.

ARTHUR ELKIN, engineer of NBC-Chicago, is the father of a girl.

HERB LEWIS, engineer, formerly of KQW, San Francisco, recently resigned to teach radio construction and maintenance at the Gompers Trade School in San Francisco.

JACK DUNCAN has joined the transmitter staff of WAVE, Louisville. Irving Lively joins the control staff to replace Art Stevens who has enlisted in the Navy.

ACA PLANS COURSE FOR NEW ENGINEERS

RESERVOIR of broadcast technicians is anticipated as a result of a training school proposed by the American Communications Association, CIO affiliate, with broadcast technicians in ACA contract stations serving as instructors.

Though plans are as yet incomplete, graduates are expected to be placed on a union list, to be allocated to jobs when vacancies occur. Efforts will be made to have local station heads cooperate in a labor-industry plan which will afford practical training at regular studio control rooms and station transmitters as part of the school course.

A syllabus is now being prepared to cover the requirements of the industry. Those interested should communicate with Association offices at 1626 Arch Street, Philadelphia.

Veteran Wireless Group Makes Annual Awards

WINNERS of this year's Marconi Memorial Scholarship, sponsored by Veteran Wireless Operators' Assn. in cooperation with Science Service and the American Institute of the City of New York, are Edward Lombard, of Syracuse, and John Raymond Mills, of Orange, Cal. Announcement of the outcome of the nationwide competition was made last week by J. R. Poppele, chief engineer of WOR, New York, and chairman of the scholarship committee of Veteran Wireless.

Lombard wins a two-year course at RCA Institute, while Miller receives a one-year course in aviation radio at Midland Television & Radio Schools, Kansas City.

New Kent Cooper Song

KENT COOPER, song-writing general manager of the Associated Press, has dedicated his latest composition, "America Needs You", to the Girl Scouts, who will receive all accruing royalties. This is the second Cooper song to be published, the first being "Dixie Girl".

OCCASION FOR HANDSHAKE and smiles by George Jenning (left), acting director of Chica Radio Council, and Ralph Atla president of WJJD-WIND, Ch cago-Gary, is donation of 28 Z ith all-wave radios by Mr. Atla to 28 Chicago schools not ra equipped. A number of the I School broadcasts of the Counc are broadcast by WJJD-WIND.

FRISCO RADIO FRONT

KQW Enlists New Advertisers To Reach War Workers

WAR buying habits have converte San Francisco department store to regular use of radio time inste of occasional brief campaigns. Ne KQW, San Francisco, has alrea lined up four large departme stores in a new participatin production, *San Francisco's Ope Door*, to reach this audience.

Since these retail stores are ope Thursday evenings to accommoda war workers, KQW decided on musical program to serve them wit guest singers and an m.c., Fre Briggs. Already four large retail ers, The City of Paris Dry Goo Co., I. Magnin & Co., Ransohoff' and Eagleson's have signed for pa ticipation for 13 weeks, as ha Union Square Garage.

Aviation Firm on Coast Solicits Labor by Radio

ISSUING a call for skilled and unskilled workers, North American Aviation Inc., Inglewood, Cal., on a week-to-week basis, is using a heavy schedule of spot announcements on six Los Angeles area stations. List includes KHJ KIEV KFAC KFWB KMPC KPAS. Agency is BBDO, Hollywood.

Douglas Aircraft Co., Santa Monica, Cal., in a similar campaign for workers, currently is utilizing transcribed one minute dramatized announcements on KFI, Los Angeles, and KFWB, Hollywood, with other stations in the 11 Western states to be added. Current contracts are for 52 weeks having started Oct. 6. Placement is through Biow Co., Hollywood.

WFIL Code Graduates

FIRST TEN graduates of the WFIL Navy Code School, sponsored by WFIL, Philadelphia, received diplomas and certificates of completion of the course at special ceremonies which were broadcast. Having received their basic radio training at the WFIL Code School, the men are sent to Newport, R. I., for "boot" training. Louis Littlejohn, director of the school and acting chief engineer of WFIL, said the school will probably turn out 15 to 20 men trained in radio for active Navy duty every three weeks.

XUM

The business we're talking about is bullets and bombs. It's bayonets and blockades. It's every way we know to pound a stubborn enemy into submission.

The enemy has the same idea. So we've got to work harder than we've ever worked before to stay in business.

We have a big advantage. We have more to do business with . . . more in right. more in the moral fibre of free enterprise.

Free Radio has proven itself a mighty force for victory. It shows every man how to do a war job. It educates him and cheers him up. It inspires him to pitch in and fight.

There's a lot more Free Radio does, too, and it all adds up to Business in Berlin.

BROADCASTING

CINCINNATI'S MOST

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in

"Blandwagon"

4 STRAIGHT YEARS FOR BOND CLOTHES!

ASSISTED BY

FRED BENNETT

FIFTY GRAND

POPULAR PROGRAM!

L. B. Wilson **WCKY** CINCINNATI

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Now Let's Go

BY A CONCLUSIVE 2-to-1 majority, the NAB board of directors has voted its approval of Neville Miller as its president and leader. The long-smoldering issue of leadership was met squarely, after a compromise proposal for a reorganized executive structure had failed.

The board's action came by democratic vote in a Democracy. It reflects, in large measure, the judgment of rank and file broadcasters, expressed through their duly elected directors. There has been no evidence that the industry as a whole has complained about Mr. Miller's stewardship since he became the industry's first paid president in 1938. The vote, so far as the NAB is concerned, settles the leadership fight that has been simmering many months.

Mr. Miller has worked conscientiously and indefatigably during these last four arduous years—particularly tough for radio. There are those who have questioned his methods and views, but none his zeal, integrity, willingness or courage. He, like all men, has his shortcomings. The board is satisfied, however, that whatever these may be, they are overshadowed by his overall abilities and his record of accomplishment along lines heretofore directed by the board itself.

One of the unfortunate consequences of the internal discord is the formation of a competitive trade association, the American Broadcasters Assn. by those who are out of sympathy with Mr. Miller. This group can now be expected to proceed with its organization.

All in radio would prefer a united industry under a single trade unit and single leadership. That, however, isn't preordained as things stand. But it still isn't impossible of accomplishment.

The NAB has been through organization crises before. In the past it has navigated in turbulent waters but has never foundered. It won't this time. Those who favored reorganization and were outvoted won't pick up their marbles and run. They'll stick and give their best in the interest of the industry, which is their own best interest.

There's too much to be done to continue this internal bickering. Radio's war job is too important. Its adversaries are many. There is the fundamental conflict in regulatory philosophies pertaining to radio—and that's really what this fight is all about. There are those on the FCC who want to regulate radio to the point of abject subservience, and much of it is being done right under our very noses. A new case in point posing this very issue is the Norris Resolution, striking at the fundamentals of a free radio. It would leave to the judgment of government bureaucrats what the public should or should not hear.

A strong association must carry on the fight. It's a question fundamentally of interpretation of the radio laws. It's time for a new law—one that will tell the FCC it isn't its function to outlaw newspaper ownership of stations by fiat, or to dictate the terms of contracts between stations and networks, or to fish into program matters. That's the big job, lest we wake up some day and find the Government running radio from soup to nuts because the industry didn't have the spine or fortitude to fight back.

It's time that the industry direct all its energies against those who would hobble or destroy a free radio! Let's not dissipate a single ounce of it in internecine scrapping. We know what we are shooting for, so let's go!

Clear It Up

UGLY CHARGES of bribery of members of the FCC, past or present, and of its predecessor Radio Commission, are afloat. Considerable confusion and mystery surrounds them. The FCC, at the direction of Chairman Fly, is still investigating these allegations.

Every member of the Commission and every ex-member, is under a cloud so long as these charges remain unanswered. There should be a determination finally, one way or the other.

We recall that the Commission early this year, at the instance of Chairman Fly, retained as special counsel a Chicago attorney, John D. Farnham, who worked independently of the regular FCC legal staff. Secret hearings were held in Chicago last June and a number of broadcasters were called. There were several sworn affidavits.

But the Farnham report was never formally approved, and nothing further happened, on the surface, except that one broadcaster, who previously had been given fulltime in lieu of limited time opration, suddenly had the fulltime authority revoked. It was this unnamed broadcaster, it now is alleged, who originally had stated informally that gratuities had been paid, through his counsel, to members of the FCC, but who later failed to substantiate the allegations in his affidavit.

This investigation of improprieties was not brought out in clear detail until Rep. Wigglesworth (R-Mass.) a constant critic of the FCC, adduced testimony pertaining to it from Mr. Fly during hearings on a supplemental appropriation bill. When that bill came to the House floor Oct. 8, Mr. Wigglesworth's examination of Chairman Fly was released and the Congressman had a few potent observations to make on the floor anent the FCC [BROADCASTING, Oct. 12].

We have seldom agreed with Mr. Wigglesworth on his radio views. But there's no gainsaying the merit of his demand that the Commission, having instituted its inquiry, should now bring it to a swift conclusion.

We don't believe that any member of this Commission has wilfully or knowingly sold his "influence" or his vote. We doubt whether any former members of this or the Radio Commission ever stooped to such a level. Yet every man who has served on either agency is under a stigma until the case is closed, one way or the other.

We do not believe that in these times there should be Congressional investigations involving issues not related to the war. But, unless the mystery surrounding this whole affair is dispelled promptly, we believe Mr. Wigglesworth's proposal for an inquiry should be pursued.

Wholly aside from the bribery inquiry itself, it would be interesting to learn how and under what auspices it was instituted; whether the effort was to get at particular individuals or organizations, rather than to pursue an overall, objective study and why a special attorney, rather than the Commission's own adequate staff, was assigned to the task (or why it wasn't turned over to the FBI).

It might also be interesting to check into the reason for the attempted deletion of the entire set of questions relating to the inquiry from the appropriations hearing record when the stenographic report was sent to the FCC—a fact reported to the House by Mr. Wigglesworth.

The RADIO BOOK SHELF

A GREAT new postwar television industry is heralded in *The Future of Television*, latest book by Orrin E. Dunlap Jr., manager of the department of information of RCA, and former radio editor of *The New York Times* [Harper & Bros., New York—$2.50].

Pointing out that wartime research and engineering in radio and electron optics promises to change television from a "$30,000,000 if" to a billion dollar industry, he cautions there will be no overnight upheaval among broadcasting stations, and that for many years at least radio will "be a two-ring circus".

"How many home receivers will be replaced by combination broadcast-telecast sets within 10 or 20 years is something no one has figured out. One manufacturer has been heard to estimate that when television is on the market within the price range of the average home, broadcast receivers will be 40% obsolete."

Mr. Dunlap admits that television is no one-man job. "Brains, money, and hands abetted by scientific magic and showmanship" will be required, he says, in discussing television's role in the future.

We Pay Our Respects To —

AUSTIN EVERETT JOSCELYN

WHEN Austin Joscelyn, broke and jobless, and ferrying passengers from Florida to New York in his hurricane-battered car, stopped in Charlotte, N. C., he little dreamed that five-year-old WBT, one of the first broadcast stations in the country, would some day claim him as general manager.

Many things happened first. Jos had a taste of the advertising, newspaper and financial worlds before he found himself in radio.

Born in New York City March 11, 1900, Jos looks and talks like a Yale grad—but isn't. He went to work in his teens as carpenter's helper, totin' lumber at the Pelham Bay Camp, which was being built at the beginning of World War I. After a war career he entered the business world as a runner for Guaranty Trust Co. of New York. But Jos wasn't destined to become a financier, turning to a job in the eastern office of the *Chicago Tribune*.

Jos was transferred to the *Tribune's* Chicago office for a course in merchandising and survey, and returned to the New York office as salesman in the national display ad department. Five years on the *Trib* and ambition plus fabulous stories of big money in Florida made Jos restless. He resigned and headed for Miami—only to find that the Florida bubble had burst. Depression had already hit Miami and jobs were not easy to find. When he finally landed one on the *Miami News*, it fizzled quickly.

Just about this time Florida's worst hurricane caught Jos and left him minus clothes and possessions —except one very wet automobile. He and a few others aided in the rescue work. For two whole days his automobile helped to haul the cars of other people out of the water.

After it was over, Jos managed to get a job at a filling station. He doled out gasoline, greased and lubricated cars from seven a.m. until late at night. "I swore then," he says, "that I'd never own another automobile as long as I live —if it has to be greased!"

Jos decided to head back to New York, and got two passengers to share the expense. It wasn't an occasion to call forth happy memories, for almost before they got under way, his motor threw a connecting-rod bearing. The cost of repairing it took all his savings and Jos had to borrow money from one of his passengers to continue the trip. He stopped in Charlotte en route.

Back in New York he looked up a friend, Chalmers Pancoast, who had hired him on the *Chicago Tribune*. Pancoast, now with the *New York Times*, hired him again. For a while he worked there and then went to the *New York American*.

The possibilities of radio challenged Jos. In 1934, after 12 years in the newspaper field, he became the first New York salesman of the newly organized radio station representatives, Free & Sleininger, later Free & Peters.

Five years later he was in Chicago Radio Sales, CBS midwestern m. and o. spot sales division. In two months he was appointed eastern manager of Radio Sales. In New York his knowledge of advertising, plus sales ability and personality enabled him to do a good job.

When the WBT vacancy arose, Jos was appointed manager of this CBS-owned 50 kw. outlet. His record of achievements as general manager of WBT has demonstrated the wisdom of his selection.

If you ask anyone at WBT what makes Jos a successful manager, you will get an answer like this: "He's a guy who knows what he wants, and has the guts to fight for what he believes is right."

Jos knows what an executive should be. His door is always open, for he remembers the time he resigned from a good job because it took an act of Congress to get an audience with the boss, who kept people cooling their heels in an outer office for hours.

Joscelyn's residence in the South has not made him lose his Yankee drive and energy. Besides, he is active in civic life—member of the board of directors, Mecklenburg Council, Boy Scouts of America; board of directors of the Mecklenburg Chapter, American Red Cross; board of directors of Charlotte Advertising Club; chairman of the Civilian Defense Recreation Committee; chairman of the National Infantile Paralysis Committee; chairman of the 1942 Mecklenburg Independence Day Celebration; resolutions chairman and treasurer of the North Carolina Assn. of Broadcasters; member of the Charlotte Country Club; program chairman of the Rotary Club.

Joscelyn married Miss Ann Moench of New York in 1930. They have two children, Lyn (A. E. Jr.), 10, and Tinks (Ann Hazard), 5. Jos loves to hunt, fish and golf, but spends most of his evenings at his hilltop home in Charlotte's Myers Park.

Personal NOTES

REILAND QUINN, formerly manager of KYA, San Francisco, and more recently with KOA, Denver, is now a quartermaster officer in the Army Transport Service.

ROGER W. CLIPP, vice-president and general manager of WFIL, Philadelphia, has been elected to the board of directors of the City Business Club of Philadelphia.

J. HARRISON HARTLEY, chief of the radio section in the Office of the Secretary of the Navy and formerly with NBC, New York, became the father of twins, James William and Mary Anne, born Oct. 9 in Washington. Mrs. Hartley is the former Maxine Cook of the New York *World Telegram* drama staff.

JACK PHIPPS, account executive of KIEV, Glendale, Cal., has enlisted in the Coast Guard. Harry Cooper, after a brief interlude, has returned to that station as account executive.

WILLIAM S. HEDGES, NBC vice-president, was a recent two-day visitor at KOA, Denver, where he conferred with James MacPherson, general manager.

HOWARD L. CHERNOFF, managing director of the West Virginia network, was recently named Honorary State Farmer, by the West Virginia Association, Future Farmers of America, in recognition for his work to advance the interests of the farmer. West Virginia Network has carried the five-weekly *Farm Life* program for the past six years.

DAN STARR, account executive of KOMO-KJR, Seattle, is taking a civilian training pilot course in preparation for Naval flight training.

ROBERT M. SAMPSON, national sales manager of KWK, St. Louis, has been commissioned a captain in field artillery and reported Oct. 15 to the Tank Destroyer Center at Camp Hood, Tex.

BOB McRANEY, general manager of WCBI, Columbus, Miss., was m.c. at the Military Ball and Coronation of the Queen of the Columbus Army Flying School at the city auditorium Oct. 16. Proceedings were carried by WCBI. Audience included Cpl. Clark Gable, and other film celebrities. James Eatherton, WCBI commercial manager, recently became the father of a boy.

MARTY PAYTON has joined the sales staff of WFCI, Pawtucket, R. I.

MARY LEWIS, formerly of Kleenstik Co., San Francisco (adhesive mfgrs.), has joined KROW, Oakland, Cal., in a sales capacity.

HARRY GOLD, of the sales staff of WNBC, Hartford, is father of a girl.

HOWARD FOLEY, formerly on the sales staff of KOMA, Oklahoma City, has rejoined the station.

RICHARD M. KLAUS, son of Mayo S. Klaus, account executive of Railway Advertising Co., Cleveland, has been promoted to lieutenant (j.g.) in the Naval Air Corps. Lt. Klaus was formerly with WHBC, Canton, O.

RALPH E. DENNIS, formerly with Small, Brewer & Kent, and previously vice-president of Tenney, Woodward & Conklin, newspaper representatives in New York, has been appointed to the national spot sales staff of the BLUE, effective Oct. 15. Dennis has had 14 years experience in the newspaper advertising field in New York and Chicago.

SIDNEY FLAMM, formerly of WMCA, New York, has been appointed vice-president in charge of sales of WPAT, Paterson, according to George H. Jaspert, general manager of WPAT. Mr. Flamm, a brother of Donald Flamm, who recently purchased a half-interest in the station [BROADCASTING, Oct. 12], will make his headquarters in the Newark and New York offices of WPAT.

ROBERT SAUDEK, former assistant to Edgar Kobak, executive vice-president of the BLUE, and identified with BLUE sales activities since 1938, has been named assistant sales manager of the network's eastern division, according to an announcement last week by George Benson, eastern sales manager. Prior to his association with BLUE sales, Mr. Saudek was with WBZ-WBZA, Boston, and KDKA, Pittsburgh.

NAT V. DONATO, formerly salesman of WOV, New York, and previously in the national advertising department of the *New York World Telegram*, has been appointed manager of the New York office of William G. Rambeau Co., station representative, replacing William Wilson, who resigned to join the Naval Reserve.

JACK ADAMS, former president of the New York talent agency, Adams & Adams, has joined WINS, New York, as program director. Previously with CBS, Mr. Adams was also connected with Elliott Roosevelt's proposed Transcontinental Broadcasting System.

PATRICIA GREW, who formerly conducted her own poetry program on WMCA, New York, has joined the newly organized radio staff of the Women's Institute of Audience Reactions, a subsidiary of Grew Associates, New York. Miss Grew, as "The Voice of Wair", will assist in planning a radio program of that title to be based on the results of a national survey conducted by the Institute to discover women's tastes in radio entertainment [BROADCASTING, Oct. 3].

SEC. LT. ROBERT J. McINTOSH, formerly with WGRC, Louisville, has been appointed assistant public relations officer in charge of radio at Jefferson Barracks, Mo.

TED SCHNEIDER, night manager of WHN, New York, has received a leave of absence from the station, to report for duty Nov. 2 at the Naval Training Academy, Boston, with an ensign's commission.

GEORGE FUERST, spot salesman for the BLUE Network in San Francisco, has resigned to join the OWI traffic and engineering department in San Francisco.

W. McGREGOR PARKER, has joined WBT, Charlotte, N. C., as director of sales promotion and publicity. Until now he was head of the merchandising department.

J. O. MALAND, vice-president of Central Broadcasting Co. and manager of WHO, Des Moines, is on the Des Moines Plan & Zoning Commission.

OWEN H. BALCH, manager of KSAL, Salina, Kan., is father of a girl.

H. Leslie Atlas to Take Army Procedure Course

H. LESLIE ATLAS, vice-president of CBS, and L. Myles Regottaz of RCA Mfg. Co., Camden, N. J., are scheduled to take a four-week orientation course in Army organization and procedures at the Command and General Staff School, Fort Leavenworth, Kan., beginning Oct. 26.

The course, similar to one successfully conducted by the War Dept. in 1941, is to be given 83 business and professional leaders to help them understand more fully the conditions under which the Army operates. They will study the organization of the Army, supply, transportation, personnel and tactical principles, will be assigned to quarters provided by the Army.

BEHIND the MIKE

LAIRD AINSWORTH, formerly assistant in the music library of WJWC, Chicago, has joined the Army. Ben Holes, announcer, has joined the Navy.

BETTY CAMPBELL, director of education of KMOX, St. Louis, is in California to marry Lt. John Skinner of the Navy. Milton Vandeventer, head of the KMOX stockroom, has joined the Navy air force and is taking preliminary training at Lambert Field, St. Louis.

CHARLES HAASER of WMAS, Springfield is joining WDRC, Hartford, Oct. 26 to replace Jerry Piven who has joined the Army.

LORAINE BORLEY, formerly in the audience mail department of KOMO-KJF, Seattle, has been appointed copy editor of the station, replacing Ethel Hall, recently married. Arlene Mlaschnik now handles audience mail.

ANDREW J. LOVE, in charge of literary rights department of NBC, Hollywood, has become a network producer. His former post has been abolished with duties assigned to various members of the program and production staffs.

HAROLD SAFFORD, program director of WLS, Chicago, on temporary leave of absence, has taken over the same position at KOY, Phoenix, Ariz., to fill the vacancy left by Jack Reilly, recently re-commissioned a captain in the Army. During Mr. Safford's absence program direction will be taken over by Al Boyd, production manager.

ELLIOTT HENRY, formerly of Howard G. Mayer Co., Chicago publicity firm, and previously publicity director of WTAQ, Green Bay, and WHBY, Appleton, Wis., has joined the public relations and sales promotion staff of WLS, Chicago.

ROBERT SCOTT has joined WCAP, Asbury Park, N. J., as an announcer.

RODNEY L. SWIFT, formerly with WSAY, Rochester, N. Y., joins the announcing staff of WDRC, Hartford, in a reorganization resulting from the loss of five announcers in six weeks.

JULIAN RAWLINGS, actor-singer-announcer of WATL, Atlanta, is in the public relations branch of the Army.

HERALD GOODMAN has joined WFAA-WBAP, Dallas-Fort Worth, as producer-director of barn dance shows.

Blomsness in Army

CHESTER L. BLOMSNESS, member of the commercial department of KGW-KEX, Portland, Ore., one-time announcer, and later with NBC in San Francisco, has been appointed first lieutenant in the Army Air Corps and has left for Miami Beach for training. During World War I Blomsness was radio operator on an Army transport, with a naval rating of Chief Petty Officer.

Mr. Blomsness

PHIL STEARNS, newscaster, formerly of KFRC, San Francisco, has joined KQW, San Francisco.

LT. AL TANGER, formerly announcer of WFPG, Atlantic City, and previously program director of WCOV, Montgomery, Ala., has married Brenda Ross, formerly of WLIB, Brooklyn, WCNW, New York, and WFPG.

BETTY BURLINGHAM, formerly of Young & Rubicam, New York, has joined the continuity department of WLS, Chicago.

WILLIAM ELLIS, formerly of the mail room of WFIL, Philadelphia, is now a radioman, third class in the Navy.

JACK IRVING, formerly of KQW, San Jose, Cal., has joined KJBS, San Francisco, as announcer-writer.

NED BURMAN, announcer-newscaster, formerly of KJBS and other San Francisco stations, recently joined the Marines.

THOMPSON MAGOWAN, announcer, formerly of KOH, Reno, and KYOS, Merced, Cal., has joined KJBS, San Francisco.

CARROLL COLEMAN, producer of KGO, San Francisco, recently became the father of a son, his fourth child.

FLOYD FARR, chief announcer of KPO, San Francisco, recently became the father of a girl.

EDWARDA PICKETT GILMORE, assistant in the press department at KPO, San Francisco, resigned recently to join her husband in Oregon.

TED LENZ, newscaster and production manager of KSAN, San Francisco, plans to join the Navy next month.

BLANCHE AMES recently joined NBC, San Francisco, as receptionist.

CLIFF WILLIAMS, formerly with the *Dr. I. Q.* program, is a newscaster on KSFO and shortwave station KWID, San Francisco.

DON'T LOSE YOUR SCALP IN TOMAHAWK (Ky.)!

If you're on the warpath for Kentucky sales, why burn your powder on towns the size of Tomahawk? The *big* wampum is in the Louisville Trading Area, where 1,336,000 braves, squaws and papooses make 17.1% more retail purchases than the rest of Kentucky *combined!* . . . So give Tomahawk back to the Indians. Get Louisville with WAVE—the station that gives you *complete* coverage of the Louisville Area's 242,077 radio tepees *at lowest cost.* Shall we get out the war paint now?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

The ALABAMA TRIO

offers you

Complete Coverage Of A Great Market And A 10% Saving!

In buying radio coverage—just as in war production work—you need the *right combination* of "tools" to get the job done. The "right combination" in Alabama's vast war production market is the ALABAMA TRIO. These three stations blanket the entire state and parts of *six* others. Look into the BIG savings offered by this *right combination*—10%, to be exact!

WSGN BIRMINGHAM WSFA MONTGOMERY WALA MOBILE

REPRESENTED BY HEADLEY-REED CO

HUGH GUIDI, formerly of WMRG, Richmond; Milt Greene, of WGH, Norfolk; and Walt Tyrell, formerly as actor in New York, have joined the announcing staff of WINX, Washington.

FRANK McGIVERN, Sportscaster, formerly with WAAF, Chicago has joined WCFL, Chicago.

DAVE RYAN, formerly with WOWO, Fort Wayne, Ind., has joined the announcing staff of WJWC, Chicago.

PVT. BEN GAGE, formerly announcer of NBC, Hollywood, and currently stationed at West Coast Air Forces Training Center, Santa Ana, (Cal.), has been promoted to sergeant. Capt. Eddie Dunstedter formerly organist-pianist of CBS, Hollywood, also stationed at that base as musical director, has been advanced to major.

ALAN MORRIS, formerly of KFXM, San Bernardino, Cal., has joined KGFJ, Los Angeles, as announcer. He replaces Arnold Roberts who joined KFAC, Los Angeles.

ALAN MANN, Hollywood radio actor, has joined KFXM, San Bernardino, Cal., as announcer.

JERRY LAWRENCE, for the past year m.c. of *Moonlight Saving Time* on WOR, New York, has turned the program over to Ed Fitzgerald, and has started *Mutual Matinee* on that station.

CHARLES CRAIG, announcer of WLIB, Brooklyn, inducted into the Army Sept. 28, is stationed at Fort Shelby, Miss.

SID WALTON, newscaster of WHN, New York, has been appointed news editor.

GILES F. O'CONNER, first CBS television announcer, has been sworn into service with the Coast Guard and reports for active duty soon.

WILLIAM C. MacDONALD Jr., Robert M. Daly and Frank A. Folk have joined NBC, Chicago, as guides.

LES MITCHELL, producer of WBBM, Chicago, and Madelon Grayson, radio actress, were married Oct. 10 by Dr. Preston Bradley, radio preacher. O. J. Neuwerth, WBBM producer, was best man.

CHARLES WILEY, formerly WGN, Chicago has joined the staff of WJWC, Chicago.

LT. JOHN M. SHERMAN, formerly of WTMC, Minneapolis, and stationed at Miami Beach, recently became the father of a boy.

HAL GRAVES, announcer of WLIB, Brooklyn, is studying radio communications preparatory to enlistment in the Signal Corps.

TONY MORSE, announcer, formerly of KFBK, Sacramento, has joined KGO, San Francisco.

FRED JOHNSTONE, announcer, formerly of KQW, San Francisco, has joined KGO, San Francisco.

EDDIE HOUSE, organist of KROW, Oakland, Cal., has joined the Coast Guard as chief petty officer.

WCKY'S WAAC, Lt. Evelyn Rundles has become the first trainee to return to Cincinnati. Lt. Rundles was formerly orchestra secretary of the Cincinnati station. Here she is snapped at the mike with Al Bland, production manager, before a guest shot at an interview program. She will take up her military post in Peoria, Ill. assigned to recruiting service.

MARY LEWIS, formerly in merchandising work at Gimbel's, Pittsburgh, has joined KROW, Oakland, Cal. in a sales service capacity.

MARVIN GRAHAM, announcer of KGO, San Francisco, has been appointed radio coordinator for the San Francisco Civilian Defense Council.

LOUIS QUINN, producer of the BLUE, Hollywood, is the father of a girl born Oct. 4.

DAVID T. DAVIES, Hollywood, writer of Earle Ferris Associates, national radio publicity service, has joined the Merchant Marine. Peter Dixon, formerly New York radio editor, has taken over Davies' former duties.

CLYDE WHITWELL, announcer of KOMA, Oklahoma City, and senior at Oklahoma City U, married Jacqueline Faw. Dan Bowers, production chief, is recovering from pneumonia.

J. W. G. CLARKE, director of Public Relations for the Canadian Army and Royal Canadian Air Force, has been appointed chief information officer for a three arms of the Canadian forces, army, navy and air force, with the recently formed Wartime Information Board. His function will be to coordinate the activities of the three branches of the services in the distribution of news and propaganda.

The Inevitable

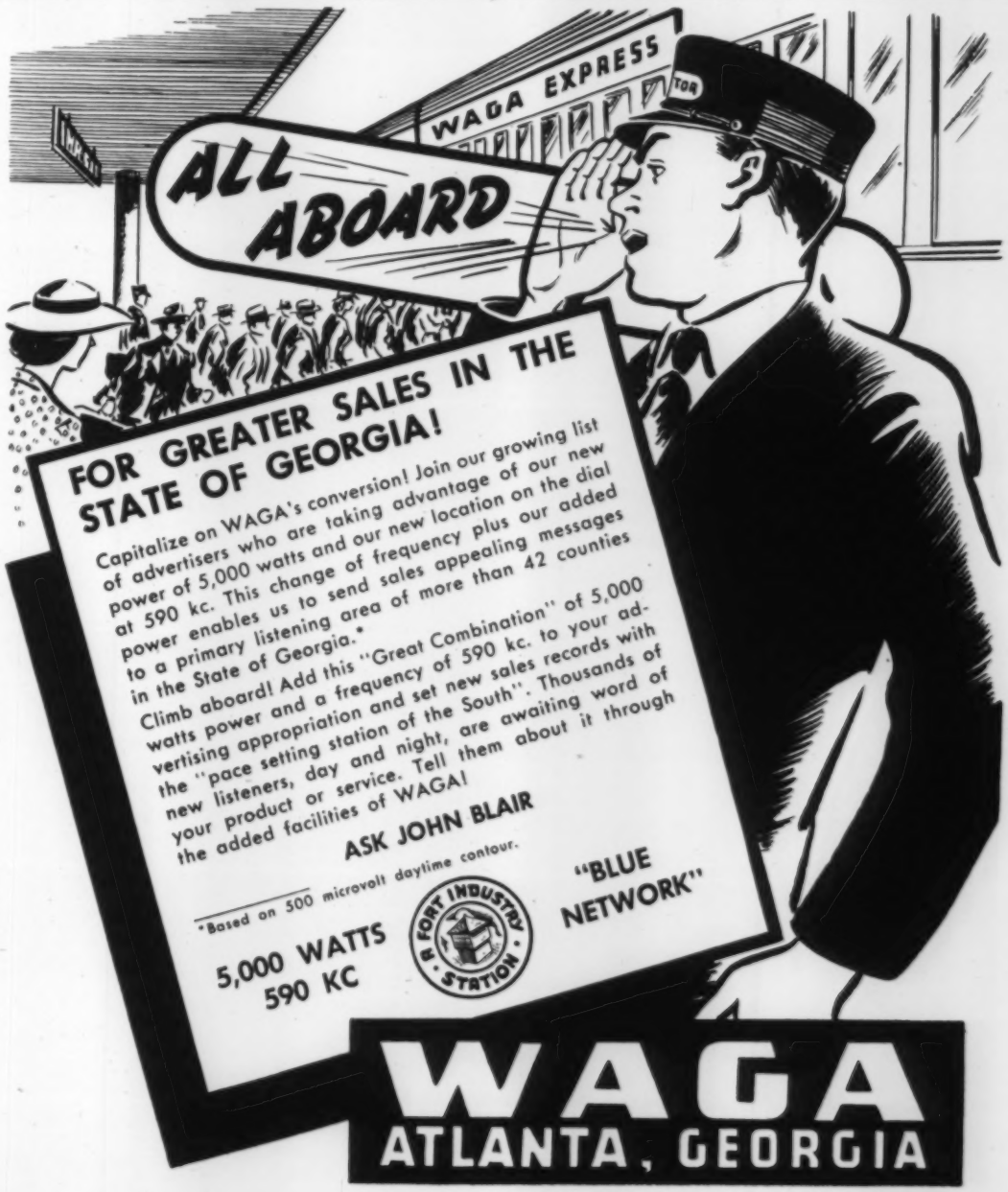
THIS was bound to happen, according to the law of averages. Like many another radio artist, Smiley Sutter, West Virginia champion yodler of WWVA, Wheeling, asked his fans to direct orders to him, "care of this station." Last week he received a letter: "Smiley Sutter, Care of This Station, West Virginia."

BOB McCREERY, new announcer of KSAL, Salina, Kan., has enlisted with the Naval Reserve.

ROLLIE TRUITT, announcer for more than 16 years, who has been with KEX, Portland, Ore., since 1933, has beeen appointed director of public relations for KGW-KEX, Portland, Ore.

MEL ALLEN, sportscaster, is m.c. of *Thirty Minutes to Play*, returning to CBS with interviews of sports and musical personalities, Oct. 22.

CHNS
Halifax, N. S.
Commanding the largest near at hand audience in the maritimes
Ask JOE WEED


WAGA EXPRESS
ATLANTA
ALL ABOARD
FOR GREATER SALES IN THE STATE OF GEORGIA!
Capitalize on WAGA's conversion! Join our growing list of advertisers who are taking advantage of our new power of 5,000 watts and our new location on the dial at 590 kc. This change of frequency plus our added power enables us to send sales appealing messages to a primary listening area of more than 42 counties in the State of Georgia.*
Climb aboard! Add this "Great Combination" of 5,000 watts power and a frequency of 590 kc. to your advertising appropriation and set new sales records with the "pace setting station of the South". Thousands of new listeners, day and night, are awaiting word of your product or service. Tell them about it through the added facilities of WAGA!
ASK JOHN BLAIR
*Based on 500 microvolt daytime contour.
5,000 WATTS
590 KC
FORT INDUSTRY STATION
"BLUE NETWORK"
WAGA
ATLANTA, GEORGIA

LEE McARTHUR, program director of KIEV, Glendale, Cal., has severed his association with the station.

DAVE DAVIS, announcer at CFCH, North Bay, Ont., has been transferred to CKRN, Rouyn, Que.

ORVILLE STONE, announcer at CKWS, Kingston, Ont., has moved to CJKL, Kirkland Lake, Ont.

ANTHONY RICCA, formerly member of USC, Los Angeles, radio department, has joined KXO, El Centro, Cal., as an announcer.

MARGARET CUTHBERT, director of women's activities and children's programs of NBC, is the author of a section on "Children and Radio", in a book published recently by Quarrie Corp., Chicago, under the title, *Childcraft, Volume 8*.

FRANK BLAIR, MBS announcer and commentator, heard for six years from WOL, Washington, has been commissioned a lieutenant in the Naval Air Forces.

LEN HOWE, newscaster of WHO, Des Moines, is at work again, following an appendectomy.

Glynn to Navy

PAUL GLYNN, publicity director of WJSV, Washington, will join the Navy Nov. 23, when he reports to Dartmouth for an indoctrination course. For the past two years he has been in Washington in his present capacity; prevously he was a member of the CBS publicity staff in New York for four years. His professional experience also includes service with Transradio, *Fortune* Magazine, AP, INS and the *Hartford Courant*.

JOAN SACK has added announcing to her chores at WLIB, Brooklyn, where she conducts in *Three Quarter Time*.

DAVID STONE, staff announcer of WINS, New York, has resigned to join the Army.

RICHARD THOMAS, news commentator of WBNX, New York, will leave the station to join the radio division of the OWI. Herb Harris, sports authority, has returned to WBNX, for a weekly series of football news.

JOHN SCANLON, formerly of WKIP, Poughkeepsie, has joined WTRY, Troy, N. Y., as an announcer, replacing Randy English, who has enlisted in the Army at Fort Devens, Mass.

BOB FREY, graduate of the Beck School for Radio, Minneapolis, has joined WSAU, Wausau, Wis., as an announcer.

HARRY BARTELL, formerly staff announcer of Allied Adv. Agencies, Los Angeles, has joined KWKW, Pasadena, Cal., in a similar capacity. He succeeds Bob Garrett, resigned.

JACK SLATTERY, formerly announcer of KMPC, Beverly Hills, Cal., has joined CBS, Hollywood, in a similar capacity.

PAUL GOULD, program director of WLIB, Brooklyn, is doubling as newscaster in a series of daily UP news periods.

JEAN STERLING, formerly of KNX, Hollywood, has started a thrice-weekly quarter-hour woman's program, *On the Boulevard*, on KWKW, Pasadena, Cal.

PICKER SHORTAGE inspired Cliff Gray, farm editor of WSPA, Spartanburg, S. C., (l) to stage a cotton picking contest to save the local cotton crop. As a result of the station's promotion the city's high school and college students, and employes of local business houses turned out to help. Mr. Gray is pictured with Jane Dalton, women's editor of the station.

MARJORY BECKET, Graduate of The Beck School for Radio, Minneapolis, is a new announcer at KID, Idaho Falls, Idaho.

CLIFF HOLMAN, announcer of WFCI, Pawtucket, R. I., formerly with WLNH, Laconia, N. H., WHDH, Boston, and other New England stations, replaces David Brooks, now in the Army, as production director. New announcers at WFCI include Don Rogers, James E. Hines and Frank McCabe.

BILL St. JOHN, one-time member of guest relations at KOA, Denver, joins the announcing staff to replace Bill Ballance, now in the Army Volunteer Officers Corps. James W. Townsend, transfers from NBC, New York, to handle teletype traffic and assist in the KOA news room.

RUBEN GAINES, formerly announcer of KVI, Tacoma, has joined KHJ, Hollywood, in a similar capacity.

LEWIS STONE, Hollywood film character actor, has been signed as narrator of the weekly BLUE half hour dramatized report, *To the President*. Written and produced by Arch Obler, series was launched Oct. 18.

DICK JOY, announcer of CBS, Hollywood, has been given that assignment on the weekly *New Old Gold Show* sponsored by P. Lorillard Co. (cigarettes). He replaces Lt. (jg) Bob Garred, resigned.

PHIL COOK, ventriloquist and m.c. formerly heard on CBS for Quaker Oats Co., Chicago, and previously on NBC, has returned to the air with a five-weekly program on WINS, New York, titled *Phil Cook's Notebook*.

"Shall I turn on WFDF Flint, Michigan, dear? Maybe the announcer will know what's wrong."

OPEN SESAME
TO SALES
IN THE GREAT
NORTHWEST
ASK ANY JOHN BLAIR MAN, OR WRITE, FOR THE COMPLETE STORY OF KFYR
KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

Meet the LADIES

DOROTHY ANN KEMBLE

MILLIONS of words march up to Dorothy Ann Kemble's desk every day, pause and await her nod of approval before they go out over the air to the BLUE Network's audience. For as the BLUE's continuity acceptance editor, Miss Kemble has the last word as to what can and cannot be said on all sponsored and sustaining scripts and commercial announcements.

For a job that requires intimate knowledge of FCC rulings, FTC dictates, laws in general, not to speak of a maximum of good taste, Miss Kemble is well prepared. Fresh from Columbia U, she got her first commercial training at the National Better Business Bureau. From there she went to Macfadden Publishing Co., where she organized and headed the Advertising Investigating Bureau, a position that provided her with an excellent background for her career in radio.

In 1937, she went to NBC as assistant to the head of the continuity acceptance department. When the BLUE was set up as an independent company in January, she was the logical choice for the job of air editor.

Miss Kemble lives in Manhattan and relaxes on a Connecticut farm where, she says, she is gardening for victory.

JACK EICHENBERGER, director of publicity and sales promotion, KGW-KEX, Portland, Ore., is father of a boy.

HUGH SANDERS, formerly announcer and production man for KWK and WIL, St. Louis, continuity director for WEW, St. Louis, and stage manager for *The Land We Live In* at KMOX, St. Louis, has joined WMBD, Peoria, Ill., as announcer.

RALPH KLEIN, is continuity chief of WNBC, Hartford. Dick Bronson has joined the WNBC announcing staff.

HUGH D. BROWN, musical director of KDAL, Duluth, was appointed lieutenant (j.g.) in the Navy and will be in the Communications Division. James McTighe, director of KDAL publicity, has left to accept a position in the radio department of Campbell-Mithun, Minneapolis. Elizabeth Daniels, advertising manager of a Duluth department store, will replace him. Other new additions are Barbara Baldwin, of Duluth, Bea Lade who replaces Ellis Harris as director of promotion. Harris is now stationed with the CAA at Wold Chamberlain Field, Minneapolis.

BRUCE CALHOUN, formerly of KMO, Tacoma, and KFBB, Great Falls, Mont., has joined the announcing staff of KIRO, Seattle. Bill Moshier, director of publicity, KIRO, has been appointed chairman of the committee on radio publicity for Farmers Bond Month (October) in the State of Washington. Ted A. Baughn, announcer of KIRO, was inducted into the Naval Air Force at Caldwell, Ida., where he is training as a naval air cadet. Rhoda LeCocq Lipke, KIRO feature writer, left for Smith College where she will be inducted into the WAVES as officer-candidate, Class V-9.

REGINALD ALLEN, announcer of WJSV, Washington, was inducted into the Army Oct. 13 and reports Oct. 27 to Camp Lee, Virginia. Vern Hansen, another WJSV announcer, resigned Oct. 16 to join the Office of Strategic Services.

ISABEL MOLLOY and Nancy Page have been added to the program department of WJSV, Washington, to replace Ann Hoffman, Miriam Fries, and Lois Dasher, all of whom resigned.

FLOYD FARR, announcer of KPO, San Francisco, recently became the father of a boy.

STEVE ALLEN, formerly of KSO, Des Moines, has joined KOY, Phoenix, as announcer-writer. Jack Murphy and Joe Greenwald, both new to radio, have joined the staff as junior announcers. Miss Glenn Horton has been added to the continuity department.

FRED WIETING, announcer of WIBG, Philadelphia, has been appointed movie commentator.

DONNA ABBEY, of the accountancy department at WGR-WKBW, Buffalo, has resigned to enter the WAAC's. Ralph Snyder, announcer of WGR-WKBW, will soon be an Air Forces cadet.

2 BIG MARKETS WITH 1 STATION

WIBC

INDIANAPOLIS

Metropolitan Indianapolis with an all-time high in employment and payrolls . . . Rural Indiana with bumper crops and top incomes.

WIBC is programmed to, and does, reach both.

Represented Nationally by Paul H. Raymer Company.

NORTH CAROLINA is the SOUTH'S No.1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS

Source: Department of Agriculture, 1940

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

WCAO
in Baltimore

CONSISTENTLY
REACHES &
INFLUENCES
the cream of your sales potentials
•
600 KC
•
CBS BASIC
•
5,000 WATTS
DAY & NIGHT
•
Paul H. Raymer Co.
Nat'l Sales Representatives

SAM TAYLOR, one of the first radio commentators on films and formerly filling that assignment on WOR, New York, has joined the radio exploitation department of Paramount Pictures, Hollywood, working under Martin Lewis.

WENDELL WILLIAMS, continuity acceptance editor of NBC, Hollywood, recently became the father of a girl.

BUDDY TWISS, announcer of NBC, Hollywood, has taken over duties of Bill Henry, commentator featured on the four-weekly NBC *By the Way*, sponsored by American Chicle Co. (Dentyne gum). Mr. Henry is in the South Pacific for the *Los Angeles Times*.

RAMSAY WILLIAMS, formerly chief announcer of WFEA, Manchester, N. H., and before that with WCOU, Lewiston, Maine, has joined KOB, Albuquerque.

JOHN THOMAS, formerly of WFAA, Dallas, has joined WIRE, Indianapolis, as newscaster, replacing Dick Reed who has gone into military service.

MRS. RUTH GOODE, who has handled puolicity for S. Hurok, for the Ballet Russe, as well as for the New Friends of Music, New York, has joined WQXR, New York, to take charge of publicity, succeeding Dorothea Beckman, now in Government service in New York. Mrs. Goode has been a free-lance writer, contributing to *Collier's* and other magazines.

WALDO MAYO, for the past 16 years orchestra leader of the *Major Bowes Hour* on CBS for Chrysler Corp., has been appointed musical director of WLIB, Brooklyn, according to an announcement by Elias I. Godofsky, general manager. Mayo will continue his outside musical radio activities in addition to his duties at WLIB.

RUSSELL HORGAN, formerly personnel manager and chief accountant of KYA, San Francisco, has resigned to join an accounting firm in San Francisco.

LILIAN HOLMES, formerly sales coordinator of KYA, San Francisco is now with the War Dept. in San Francisco.

LELAH VANDEVORT, secretary to General Manager Wilfred Davis of KYA, San Francisco, and Bert Buzzini, former newscaster and announcer of KQW, San Francisco and now in the Navy, are to be married Nov. 1.

AT EASE before air time is the cast of the all-Marine MBS coast-to-coast program, *Halls of Montezuma*, broadcast each Sunday from the Marine Base Auditorium, San Diego. Ready (l to r) are: Staff Sgt. Larry Hays, writer-narrator of the programs and former freelance scriptwriter in San Francisco and onetime manager of KSRO, Vallejo; Corp. Sid Slappey, former announcer as "Sid Willard" for WBML, Macon, Ga.; Corp. A. L. Leonard, known to audiences of WHO, KSO-KRNT, Des Moines; Staff Sgt. Bud Luckett, formerly with KWK and KSD, St. Louis; Civilian David F. Titus, originator-producer of the program with KGB, San Diego; Pvt. Lou Kemper, former production man of KVOO, Tulsa, announces the program; PFC Joseph L. Stanley, former San Francisco radio actor, helps in dramatizations and writing of the program. Pvt. Jack Briggs, former Hollywood feature player, is scarcely visible. Pvt. John Harrison, formerly with KTUL, Tulsa.

Right to Defend Privacy Of Commentator Upset

CONVICTION of George Knox Roth, radio commentator and political figure, in Los Angeles Municipal Court, on charges of failing to answer certain questions before the California Assembly Fact Finding Committee on un-American activities, was upheld in Superior Court in early October. He had appealed to the court but Judges W. Tourney Fox, Joseph W. Vickers and Clarence L. Kincaid ruled the conviction was proper.

Roth has been charged with failing to disclose names of alleged Japanese backers of his broadcasts, and it was argued that this would be an invasion of his rights of privacy should answers be forced. Court held such rights are not "absolute, but only relative", and "in time of great peril, such personal rights are outweighed by the rights of the public generally."

WHBL, Sheboygan, Wis., MBS affiliate, has appointed Foreman Co. as exclusive national representative.

Mike to Farm

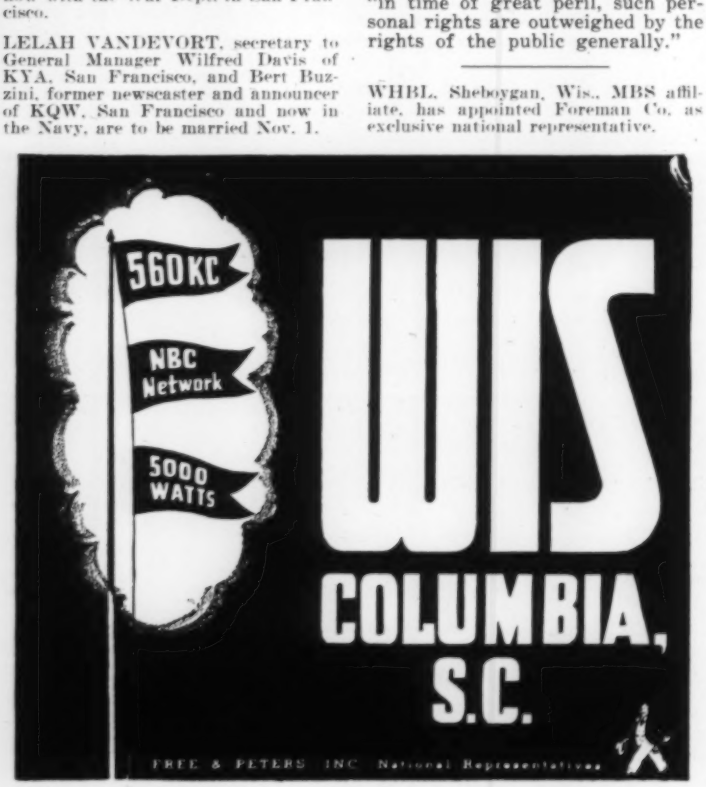
PICKING COTTON for Georgia farmers is the latest activity of barn dance, blind singer Pete Cassell, and hill billy units of WSB, Atlanta. Crisis in farm labor shortage is responsible for the farm activity of the radio talent and marks one of the first times radio workers have aided the war effort in this manner.

Govt. Publicity Cuts

FURTHER CUTS in government publications are preceded by the appointment of a five-man investigating committee by Elmer Davis, director of the OWI. The committee will recommend the discontinuance, curtailment, or modification of informational materials, and has been authorized to appoint subcommittees for specialized fields such as technical publications and press releases.

End Camp Tour

AFTER A two-week tour of Army camps, Pic Malone and Pat Padgett, heard on the BLUE as "Molasses and January, Advisors to the Home Front", will return to the network Oct. 26 at a new time. Their five-minute show will be shifted from 9:55 p.m. to 7:25 p.m.



9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to stations and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

Agencies

MELFORD BRODIE, former production manager of Green-Brodie Inc., New York, has enlisted in the Volunteer Officers Corps of the Army and is at a training camp. Replacing him is Tom Fleming, former production manager of H. M. Kiesewetter Adv. Agency, New York.

LESTER LINSK, radio department executive of Music Corp. of America, Beverly Hills, Cal., talent agency, has been inducted into the Army.

SAMUEL C. PIERCE, formerly in charge of radio on the west coast for Lennen & Mitchell, has been named producer-director for the new five-minute five-times-weekly Gracie Fields program, which started on the BLUE Oct. 12 in the interest of Pall Mall cigarettes. Ruthrauff & Ryan, New York, handles the American Cigarette & Cigar Co. account.

FLORENCE MILES and Regina Morgan of the copy department of Ruthrauff & Ryan, New York, are working with the Writer's War Board in preparing bond plugs for the MBS *Saturday Night Bond Wagon Show*, which started Oct. 3 [BROADCASTING, Sept. 28].

HARWIN T. MANN, of the Lord & Thomas, Los Angeles staff, and recently media department manager, has been elevated to director of marketing, media and research, according to Don Belding, executive vice-president. George Weaver has been appointed research manager, replacing Charles Melvin, who recently left for active duty as a lieutenant in the Navy. Weaver was formerly market research manager of a Los Angeles newspaper.

JOAN GEDDES, formerly in the radio department of Compton Adv., New York, has been appointed publicity supervisor of the agency, replacing Isabel Olmstead, who has joined the copy department.

MRS. LILLIAN MAIN, formerly with CJRM, Regina, Sask., has joined the radio department of A. McKim Ltd., Toronto.

NORMA GIBB, formerly timebuyer at J. Walter Thompson office at Toronto, has been promoted to second lieutenant in the Canadian Women's Army Corps. She has been in the CWAC since last November, and for the past seven months has been stationed at the Canadian Legation at Washington. She retured to Canada recently to take the officers' training course at Ste. Anne de Bellevue, Que.

TED SILLS has been transferred from the New York office of Biow Co., to Hollywood as production supervisor under Vick Knight, West Coast radio manager, on the CBS *Take It or Leave It*, sponsored by Eversharp Inc. (pens, pencils). Sills will also produce the weekly CBS *Crime Doctor*, sponsored by Phillip Morris & Co. (cigarettes) when that program moves to the West Coast for origination.

CAL J. McCARTHY, formerly of *Puck—The Comic Weekly*, and the *New York Daily News*, has joined Ruthrauff & Ryan, New York, as an account executive.

GREGORY DICKSON, formerly of Baldwin, Munson & Mann, New York public relations firm, and Mary Blackford, formerly of WGN Concerts, have joined the public relations staff of N. W. Ayer & Son, New York.

GEORGE C. DIBERT, spacebuyer of J. Walter Thompson Co., New York, has been commissioned captain in the Army Specialist Corps in New York.

JEROME JOSS, account executive of Schwimmer & Scott, Chicago, and assistant radio chief of the war savings staff of the Treasury in Illinois, has joined the Army.

JACK A. PEGLER, manager of the motion picture department of Lord & Thomas, New York, has been appointed a vice-president of the agency, as announced by Emerson Foote, L&T executive vice-president. With the agency since 1929, Mr. Pegler handles the RKO Radio Pictures and RKO Theatres accounts, and will continue in charge of the motion picture division in his new capacity.

RADIO CLUB HEARS TALK ON WAR COPY

DISCUSSING problems confronting copy departments of networks during wartime, Dorothy Kemble, editor of continuity acceptance of the BLUE, was guest speaker Oct. 14 at the weekly luncheon meeting of the Radio Executives Club of New York, held in the Hotel Lexington.

The club's Oct. 21 meeting, according to an announcement by Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, and vice-president of the REC, will be devoted to a business session, while the Oct. 28 meeting will feature "WJZ Day", following the established custom of permitting local stations to entertain REC members.

Out-of-town guests included Herbert Krueger, WTAG, Worcester; Ray Linton, KFBI, Wichita; George Jaspert, WPAT, Paterson; Harry Cummings, WJAX, Jacksonville, and Ted Arnold, WHBF, Rock Island.

MARLEN PEW JR., in charge of publicity for the CBS *Cheers From the Camps* show while it was sponsored by General Motors Corp., Detroit, has joined Maxon Inc., New York, as publicity director. Prior to his position with Campbell-Ewald Co., New York, the General Motors agency, Mr. Pew served as assistant to Jesse Butcher, radio publicity director of the USO in New York. Mr. Pew has also been syndicate editor of *Editor & Publisher* magazine, as well as Federal Court reporter for the *New York Sun*.

HUBBARD E. ANDERSON, advertising manager of Union Oil Co., San Francisio, has enlisted as an aircraft mechanic in the Army Air Forces.

RUTH MATTHEWS, formerly of the London and New York offices of J. Walter Thompson Co., has joined the copy staff of Joseph Katz Co., New York.

ROBERT S. CONLAN & ASSOC., Kansas City, opened a branch in the Republic Bank Building, Dallas, Oct. 15, under management of William L. Stout, Jr., who was previously in their Kansas City office.

RUBEY COWAN, formerly of NBC artists service, has joined Feldman-Blum Corp., Beverly Hills, Cal.

WGN—a clear channel station

HERE IS A LETTER TO WGN FROM FOUR PRIVATES STATIONED AT CAMP SWIFT, TEXAS.

September 13, 1942

Gentlemen:

We are a group of Chicago boys training in Camp Swift, Texas. Our camp is over 1200 miles from the Windy City. Imagine our surprise when we heard the nightly broadcast from the Aragon on Saturday evening, September 12th. And while Art Kassel's music was a pleasure to hear, it was also a real thrill to hear the announcer say "this is the Aragon Ballroom in Chicago," coming over WGN. Your station really has a clear channel. It runs right to our hearts after hearing that broadcast, and we hope to return some day to Chicago and be able to hear all the regular programs you offer.

SOMETIMES, it takes a letter like this to remind us just what a clear channel really means.

A Clear Channel Station

50,000 Watts 720 Kilocycles

WGN MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Ludens, Inc., Reading, Pa. (cough drops) *sa* 6 months, thru J. M. Mathes Inc., N. Y.
Holland Furnace Co., Holland, Mich. 3 *t* weekly, 4 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Bepep Sales Corp., Pittsburgh (vitamins), *sa*, 10 days, thru Wiltman & Pratt, Pittsburgh.
Burma Vita Co., Minneapolis, Minn. (Burma Shave), *sa*, 6 months, thru MacFarland, Aveyard & Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 3 *sa* weekly, 9 weeks, thru Rogers & Smith, Chicago.
Olson Rug Co., Chicago, *sa*, 9 months, thru Presba, Fellers & Presba, Chicago.
Cluett, Peabody & Co., New York (sanforizing), *sa* 1 year, thru Young & Rubicam, N. Y.
Gimbel Bros., Pittsburgh (department store) *ta*, 4 days, thru J. Grant Co., Pittsburgh.
Musterole Co., Cleveland, *sa*, 6 months, thru Erwin, Wasey & Co., Inc., N. Y.
C. A. Briggs Co., Cambridge (H-B cough drops), *sa*, 16 weeks, thru Horton-Noyes, Providence.
O-Cedar Corp., Chicago (polishes, mops), *sa*, 9 weeks, thru H. W. Kastor & Sons, Adv. Co., Chicago.
Flexo-Glass Mfg. Co., Chicago, (glass substitutes), *sa*, 5 weeks, thru Presba, Fellers & Presba, Inc., Chicago.
Doubleday, Doran & Co., New York, 1 *sa*, thru Huber Hoge & Sons, N. Y.
Lever Bros., Cambridge (Rinso), *t*, 1 year, thru Ruthrauff & Ryan, N. Y.
Swift & Co., Chicago (Sunbrite Cleaner), *sa*, 12 days, thru Needham, Louis & Brorby, Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), *ta*, 6 months, thru Joseph Katz Co., Baltimore.
Swift & Co., Chicago (lard), *sa* 2 weeks, thru J. Walter Thompson Co., Chicago.

KECA, Los Angeles

42 Products Inc., Los Angeles (toiletries), 5 weekly *t*, thru Milton Weinberg Adv. Co., Los Angeles.
Quaker Oats Co., Chicago (Sparkies), 8 weekly *ta*, thru Ruthrauff & Ryan, Chicago.

WLIB, Brooklyn

Sachinol Perfumers, Buffalo (perfumes), 7 *sa* weekly, thru Armand S. Weill Co., Buffalo, N. Y.

WJJD, Chicago

Knox Co., Los Angeles (Mendaco, proprietary), 5 *sa* weekly, 26 weeks, thru Allen C. Smith Adv. Co., Kansas City.
Service Pin Co., Chicago (service pin by mail), 6 *sp* weekly, 52 weeks, thru United Adv. Cos., Chicago.
Gardner Nursery, Osage, Ia. 18 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Allied Trade Schools, Chicago, 3 *sp* weekly, 12 weeks, thru Engle Adv. Agency, Chicago.
Dean Studios, Des Moines (photography service by mail), 6 *sp* weekly, 13 weeks, thru Lessing Adv. Co., Des Moines.
Consolidated Drug Trade Products, Chicago, 7 *sp* weekly, 52 weeks, thru Benson & Dall, Chicago.
Markman Credit Clothiers, Chicago, 6 *sp* weekly, 13 weeks thru Markleigh Adv. Agency, Chicago.
Ironite Vitamin Co., Chicago, 6 *sp* weekly, 13 weeks, thru Jones Frankel Co., Chicago.
Block Drug Co., Brooklyn, (Allenru), 3 *sp* weekly, 13 weeks, thru Redfield-Johnstone, N. Y.
Spratt's Patent., Ltd., Newark (dog food), 3 *sa* weekly, 4 weeks thru Paris & Peart, N. Y.
Swift & Co., Chicago (lard), 9 *sa* weekly, 7 weeks, thru J. Walter Thompson Co., Chicago.
Ex-Lax Inc., Brooklyn, 12 *sa* weekly, 52 weeks, thru Joseph Katz Co., N. Y.
Chicago Arena, Chicago, 60 *sa*, thru Vanderbie & Rubens, Chicago.

WPTF, Raleigh

Dr. W. B. Caldwell Inc., Monticello, Ill. (laxative), 142 *ta*, thru Sherman & Marquette.
Johnson & Johnson, New Brunswick, N. J. (Tek), 104 *sa*, thru Ferry-Hanly Co., N. Y.
Luden's, Inc., Reading, Pa., 100 *sa*, thru J. M. Mathes Inc., N. Y.
Miles Labs., Elkhart, Ind. (Nervine), 78 *sp*, thru Wade Adv. Agency, Chicago.
North American Accident Ins. Co., Newark, 12 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Paramount Pictures, Inc., New York, 104 *sa*, thru Buchanan & Co., N. Y.
Smith-Douglass Co., Norfolk, Va. (fertilizer), 150 *ne*, thru Lawrence Fertig & Co., N. Y.
Vick Chemical Co., New York, 130 *t* and 60 *ta*, thru Morse International, N. Y.
Paul F. Beich Co., Bloomington, Ill. (Whiz candy), 52 *sa*, thru Kane Adv. Agency, Bloomington.
Tru-ade, Inc., Chicago (beverages), 12 *sp*, thru Beaumont & Hohman, Chicago.
Seven-Up Bottling Co., Durham, N. C. (beverage), 12 *sp*, thru Harvey-Massengale Co., Durham.

WOR, New York

North American Accident Insurance Co., Newark, 3 *ne* weekly, 13 weeks, thru Franklin Bruck Adv., N. Y.

WTCN, Minneapolis-St. Paul

Chamberlain Sales Corp., Des Moines (lotions), 156 *sa* thru Cary-Ainsworth Inc., Des Moines.
Ex-Lax Inc., New York, 260 *ta*, thru Joseph Katz Co., N. Y.
Foster-Milburn Co., Brooklyn (Doan's pills), 104 *ta*, thru Spot Broadcasting, N. Y.
Garrett & Co., Brooklyn, N. Y. (Virginia Dare wine), 9 *sp*, thru Ruthrauff & Ryan, Chicago.
Kellogg Co., Battle Creek, Mich. (All-Bran), 520 *ta*, thru Kenyon & Eckhardt, N. Y.
Longines-Wittnauer Watch Co., New York, 117 *t*, thru Arthur Rosenberg Co., N. Y.
Manchester Biscuit Co., Sioux Falls, S. D., 250 *ne*, thru George H. Hartman Co., Chicago.
Mid-Continent Petroleum Corp., Tulsa, Okla., 260 *ne*, thru R. J. Potts-Calkins & Holden, Kansas City, Mo.
Studebaker Corp., South Bend, Ind., 156 *ne*, thru Roche, Williams & Cunnyngham, Chicago.
Fawcett Pubs., New York, 52 *ta*, thru Joseph Katz Co., N. Y.
Ralston-Purina Co., St. Louis, Mo. (Purina dog chow), 78 *t*, thru Gardner Adv. Co., St. Louis.
Koppers Co., St. Paul (Koppers Coke), 1248 *sa*, thru Charles Dallas Reach Co., Newark.
Purity Bakeries, Chicago, 1560 *sa*, thru Campbell-Mithun Inc., Minneapolis, Minn.
Little Crow Milling Co., Warsaw, Ind., 156 *sp*, thru Rogers & Smith, Chicago, Ill.

WLS, Chicago

Pinex Co., Ft. Wayne, Ind. (cough medicine), 3 *sa* weekly, 22 weeks, thru Russel M. Seeds Co., Chicago.
Vick Chemical Co., New York, 5 *sa* weekly, 26 weeks, thru Morse International, N. Y.
Block Drug Co., New York, (proprietary), 6 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Joseph Dixon Crucible Co., Jersey City (pencils), 5 *sa* weekly, 13 weeks, thru Federal Adv. Agency, N. Y.
Carter Products Co., New York (proprietary), 12 *sa* weekly, 34 weeks, thru Ted Bates, N. Y.
Lever Bros., Cambridge (Vimms), 7 *sa* weekly, 6 weeks, thru Ruthrauff & Ryan, Chicago.

CHEX, Peterborough, Ont.

Ex-Lax Inc., Brooklyn, 100 *ta*, thru Cockfield, Brown & Co., Toronto.
Agnew-Surpass Shoe Stores, Brantford, Ont., *t* weekly, thru All-Canada Radio Facilities, Toronto.
Meyers Studios, Toronto (photo stores), *t* weekly, thru All-Canada Radio Facilities, Toronto.
National Drug & Chemical Co., of Canada, Toronto (proprietary), 78 *ta*, thru Cockfield, Brown & Co., Toronto.

WEAF, New York

Longines-Wittnauer Watch Co., New York, weekly *t*, thru Arthur Rosenberg Co., N. Y.
San-Nap-Pak Mfg. Co., New York (Lydia Grey cleansing tissues), 5 *sa* weekly, thru Biow Co., N. Y.
Frederick E. Lowenfels & Son., New York (Hotel Bar butter), 5 *sa* weekly, thru Al Paul Lefton Co., N. Y.
S. & W. Fine Foods, San Francisco, 5 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Jacob Ruppert Brewery, New York, 2 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Bond Clothing Stores, New York, 6 *ne* weekly, thru Neff-Rogow, N. Y.
Sheffield Farms Co., New York (Vitamin D Homogenized Milk), 5 *sa* weekly, 9 weeks, thru N. W. Ayer & Son, N. Y.
B. Meier & Son, New York (Golden Center Wheat Germ), 3 *sa* weekly, thru H. C. Morris & Co., N. Y.
Hills Bros. Co., New York (cake, bread mixes), 5 *sa* weekly, thru Biow Co., N. Y.
H. C. Bohack Co., Brooklyn (Tenderay meat), 5 *sa* weekly, thru E. M. Freystadt Assoc., N. Y.
F. & M. Schaeffer Brewing Co., Brooklyn, 3 *ne*, weekly, thru BBDO, N. Y.
S. B. Thomas Inc., New York (protein bread, English muffins), 3 *ne* weekly, thru Sherman K. Ellis & Co., N. Y.
Benson & Hedges, New York (Virginia Rounds), 3 *sa* weekly, thru Duane Jones Co., N. Y.

WISH, Indianapolis

Beech-Nut Packing Co., Canajoharie, N. Y., 8 *ta* weekly, 26 weeks, thru Newell-Emmett Co., N. Y.
Dr. W. B. Caldwell Co., Monticello, Ill. (laxative), 5 *ta* weekly, 26 weeks, thru Sherman & Marquette Inc., Chicago.
Chamberlain Sales Corp., Des Moines (lotions), 3 *sa* weekly, 26 weeks, thru Cary-Ainsworth Inc., Des Moines.
Confections Inc., Chicago (popcorn), 7 *ta* weekly, 7 weeks, thru R. C. Hudson & Associates, Chicago.
Kothe Wells & Bauer, Chicago (coffee), 2 *sa* weekly, 1 year, thru Russel M. Seeds, Chicago.
Longines-Wittnauer Watch Co., New York, 3 *t* weekly, 39 weeks, thru Arthur Rosenberg, Inc., N. Y.
Lamont, Corliss & Co., New York (Nestle's chocolate), 18 *sa* weekly, 26 weeks, thru Cecil & Presbrey, N. Y.
Luden's Inc., Reading, Pa. (cough drops), 4 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
John Puhl Products Co., Chicago (Fleece-White bleach), 5 *sa* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Inc., Chicago.
American Products Co., Cincinnati, (Jiffy wax, Veeco wax remover), 6 *sp* weekly, 13 weeks, thru E. H. Brown Adv. Agency, Chicago.
Socony-Vacuum Oil Co., New York, 6 *ne* weekly, 18 weeks, thru J. Stirling Getchell, Inc., N. Y.

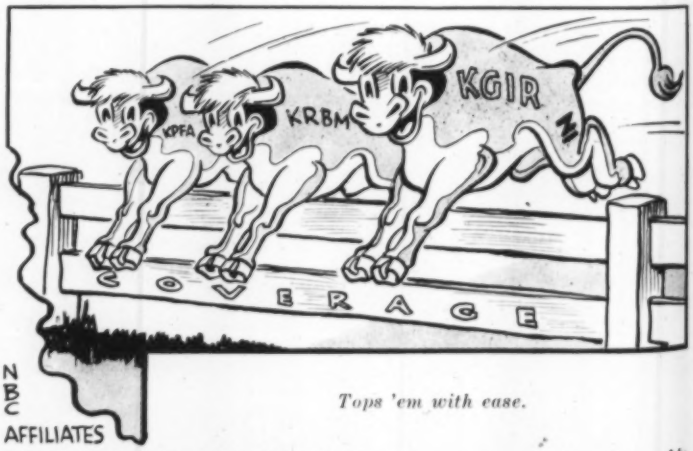
WNBH, New Bedford, Mass.

Continental Baking Company, 104 *ta*, thru Ted Bates, Inc., New York.
Loring Studios, Inc., 3 *ta* weekly for 13 weeks, thru Julian Gross Adv. Agency, Hartford.
American Chicle Company, New York (Dentyne Gum), 60 *ta*, thru Badger Browning & Hersey, Inc., New York.
H. P. Hood & Sons, Charleston, Mass. (dairy products), 9 *ta*, thru Harold Cabot & Co., Boston.

WHERE ELSE CAN YOU REACH THE BIGGEST LUMBER BOOM, THE BUSIEST SHIPYARDS ...THE THE MOST PROSPEROUS FARMERS? IS THAT A MARKET?
KXL
HY HE HY HO IT'S OFF TO WORK WE GO

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra 10,000 Watts, 750 Kc. **Adv.**



Tops 'em with ease.

New York-Chicago Reps.—The Walker Co. **Adv.**

Radio Advertisers

LEWIS-HOWE Co., Windsor, Ont. (medicinal), has started dramatized spot announcement campaigns on a number of Canadian stations. Account was placed through R. C. Smith & Co. Ltd., Toronto.

GOSPEL TABERNACLE, New York, has resumed for the second year, a series of weekly half-hour Saturday broadcasts on WHN, New York, featuring religious gatherings, Jack Wyrtzen conducting. In addition to the WHN programs, aired 8-8:30 p.m., Gospel Tabernacle has launched a 13-week series in the 10:30-11 p.m. period Saturday on the Atlantic Coast Network. Titled *Word of Life Fellowship*, the programs are also conducted by Wyrtzen. Business placed direct.

EPHAZONE Co., London, England (medicinal) has started flash announcements four times weekly on CFRB, Toronto; CJRC, Winnipeg; CJOR, Vancouver. Account was placed by A. McKim Ltd., Toronto.

A. WANDER Ltd., Peterborough, Ont. (Ovaltine), has started a test campaign with six spot announcements weekly on CFRB, Toronto. Account was placed by A. McKim Ltd., Toronto.

BROADWAY-PASADENA Dept. Store Inc., Pasadena, Cal., is currently sponsoring a daily early morning 45-minute newscast on KWKW, that city. Contract is for 26 weeks having started in late Sept. Placement is through Bogardus Adv. Agency, Pasadena.

COLUMBIA RECORDS Corp., Bridgeport, has started a thrice-weekly program of its musical recordings on WQXR, New York, featuring live commentaries by Dr. Sigmund Spaeth, author, composer and music critic of radio and cinema fame. Dr. Spaeth illustrates his analysis of themes and forms on the piano before the discs are heard. Program started Oct. 15, and is presented Tuesday, Thursday and Saturday, 7:30-8 p.m. Columbia is also sponsoring spot announcements on WABC, New York. Benton & Bowles, New York, is agency.

NEWARK CHEESE Co., New York, has launched a Sunday quarter-hour series of commentaries on WOR, New York, by Samuel Grafton, associate editor of the *New York Post*, and author of *All Out*. Programs started Oct. 18. Grafton has been making regular broadcasts to our troops abroad for the Government. J. G. Proctor Inc., New York, handles the account.

CONSUMERS COMPANY, Chicago, Ill., (coal) on Oct. 11 renewed *Easy Money* Sunday half-hour dramatic mystery on WGN, Chicago. Agency is Jim Duffy Inc., Chicago.

MEETING BY MAIL
Financial Advertisers To Forego Convention

CONVENTION by mail is being held by the Financial Advertisers Association this year to overcome transportation and other problems that made the scheduled Chicago meeting impractical.

Twice a week, over a period of eight weeks, envelopes containing questions and answers for discussion will be mailed, and FAA members will be invited to take part by writing their opinions and ideas to the Central Office to be included in the next part of the program.

LEVER BROS., Cambridge, Mass., is supplementing its advertising for Lipton's Continental Soup-Mix in the Chicago area, with station break announcements on WBBM, Chicago. Product is being promoted nationally through newspaper and magazine ads. Young & Rubicam handles the account.

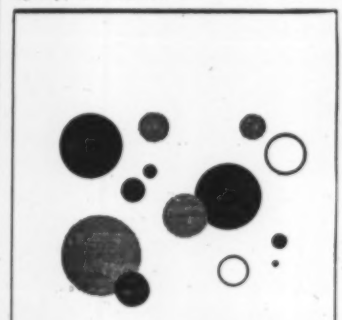
GOLDEN STATE Co., San Francisco (Golden V. Vitamin milk), recently renewed for 13 weeks its thrice-weekly quarter-hour newscasts by Phil Stearns on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

LABEL REDEMPTION Bureau, Los Angeles, in a 30-day label saving contest which started Oct. 1, is using daily spot announcements on KIEV KFVD KPAS. Placement is through Barton A. Stebbins Adv., Los Angeles.

ALUMINUM INDUSTRIES Inc., is sponsoring broadcasts of eight home and away football games of U of Cincinnati on WKRC, Cincinnati, with Dick Nesbitt of the WKRC sports staff at the microphone. Agency is Keelor & Stites, Cincinnati.

KILPATRICK BAKERIES, Oakland, Cal. (bread) has started a new campaign on KROW, Oakland, using 20 spot announcements weekly. Agency is Emil Reinhardt Adv., Oakland.

J. A. HAUGH Mfg. Co., Toronto, (work clothes), has started weekly farm news and comment program on CFRB, Toronto. Account was placed by Wm. Orr & Co., Toronto.



When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

MAYBE WGY doesn't go quite that far in tailoring farm programs to the farmers in this airea, but we don't miss it much.

Farmers tell us: "Your daily farm shows are right down our turnpike, written almost as if you had our particular farms in mind."

IT'S IMPORTANT THAT WE *DO* KEEP OUR FARMERS IN MIND, FOR OF THE 609,550 RADIO UNITS IN WGY'S PRIMARY AIREA, 84,404 ARE IN FARM HOMES. AND IN NEW YORK STATE, FARM INCOMES HAVE SKYROCKETED 44 PER CENT IN THE LAST TWO YEARS.

WGY has had 17 years in which to develop its farm programs and its farm audience. Today WGY has a staff of three farm experts and the assistance of many farm-interested organizations—colleges of agriculture, state and national agricultural departments, farm bureaus, granges. WGY—and the advertisers on WGY—benefit from the loyalty of this strong, prosperous farm audience.

WGY-81

Farmer: "Your suggestions have saved me money and improved my produce."

Farm Agent: "Your co-operation this summer has enabled us to help save the berry and bean crops and now the boom crop of apples."

Farmerette: "Thanks to WGY for understanding that a farmer's wife faces different home problems than the city wife."

Daily Farm Programs ADDRESSED SPECIFICALLY to THIS REGION'S farmers

GENERAL ELECTRIC
WGY
★ airea's greatest power
★ airea's lowest frequency
★ airea's NBC outlet

BEAUMONT LABS., St. Louis, as part of its national campaign for 4-Way Cold Tablets, is sponsoring a weekly evening series of football predictions by Stan Lomax, sportscaster, on WOR, New York, and has also signed for one-minute spot announcements on *Here's Morgan*, Monday through Friday, in addition to a five-minute recorded musical program. H. W. Kastor & Sons, Chicago, is agency.

TWO additional sponsors have signed participations in *The Woman of Tomorrow*, conducted by Nancy Booth Craig on WJZ, New York, and the program shifts to a new time Nov. 2, moving from 9-9:30 a.m., to 8:30-9 a.m. N. Y. State Bureau of Milk Publicity started participating Oct. 13, and Pepperidge Farms announcements get under way Nov. 16, for bakery products. J. M. Mathes Inc., New York, handles the milk campaign and Kenyon Eckhardt, New York, is in charge of Pepperidge Farms.

NOXZEMA CHEMICAL Co., Baltimore, on Oct 13 resumed *Battle of the Boroughs*, quiz program, on WOR, New York, for skin creams. Series is heard Tuesday, 8:30-9 p.m. in the period formerly occupied by *Can You Top This*, Kirkman Soap Co., program now shifted to the preceding half-hour on the same day. Ruthrauff & Ryan, New York, handles the Noxzema account.

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream), on Oct. 16 renewed for 52 weeks *Quiz of Two Cities* on 2 Don Lee California stations (KHJ KFRC), Friday, 6:30-7 p.m. (PWT). Agency is Ruthrauff & Ryan, N. Y.

HUBBARD E. ANDERSON, San Francisco advertising manager of Union Oil Co., has enlisted as a private in the Army Air Forces and is assigned to a ground crew at Stockton (Cal.) Training Center for advanced flying students.

Dr. Lyons Claims Had Been Dropped

Dentifrice Claims Changed Long Ago, Firm Asserts

IN ANSWER to the recent order by the Federal Trade Commission to cease certain advertising claims made by R. L. Watkins Co., New York, for its product Dr. Lyon's toothpaste [BROADCASTING, Oct. 5], D. H. Williams, vice-president of the company, a subsidiary of Sterling Products and a large user of radio time, has issued the following statement:

"The FTC's complaint against the R. L. Watkins Co. was filed Sept. 19, 1938. It complained of approximately 37 statements in the advertisements of Dr. Lyon's tooth-powder. The use of most of these statements had been discontinued in 1937, more than a year before the complaint was filed.

Three Issues Remain

"The cease and desist order which has just been entered reduces the issues from 37 to 3. The company is ordered to stop:

"1. Using the statement 'no grit'. Use of this statement was discontinued three years ago.

"2. Making the claim that Dr. Lyon's is an effective antacid or that it will correct 'acid mouth'. No such claims have been made for several years.

"3. Using the slogan 'do as your dentists does—use powder'. This slogan has been discontinued."

The foregoing statement by Mr. William was released last Tuesday by Baldwin, Beach & Mermey, public relations counsel for the Watkins Co.

Cement Sponsor

PORTLAND CEMENT ASSN., New York, is sponsoring five-minute programs, five times weekly on WHCU, Ithaca, WHLD, Niagara Falls and WTRY, Troy, N. Y. More stations will be added. Agency is Roche, Williams & Cunnynham, Chicago.

DRS. SIMON & STAMPER, Oakland, Cal. (optometrists), recently started a schedule of transcribed announcements on KROW, Oakland.

WJIM WILL TRAVEL from coast to coast to bring Lansing, Mich., listeners a complete account of each Michigan State College game, visiting Philadelphia for the Oct. 31 game with Temple and Spokane for the Washington State game the following week. Completing sponsorship arrangements are James A. Gibb, president and general manager of the Inter City Coach Line, signing the contract with Ralph H. Young, athletic director of Michigan State College. Looking on is Harold F. Gross, President and general manager of the station.

JOHN LABATT Ltd., London, Ont. (brewers), has renewed *International House Party*, quarter-hour program weekly on WBEN, Buffalo, and *Lest We Forget*, five-minute program five times weekly on CFCF, Montreal, and *Les Amours de Tijos*, half-hour weekly network show on CKCH, Hull, Que.; CKAC, Montreal; CHLN, Three Rivers, Que.; CHLT Sherbrooke Que. Account was placed by J. Walter Thompson Co. Toronto.

ATLAS BREWING Co., Chicago, is sponsoring the *Night Watch*, all-night program of news, records and informal patter with Russ Salter as m.c. on WIND, Chicago-Gary, seven days a week. Agency is Arthur Meyerhoff & Co., Chicago.

Zenith Earnings

IN A QUARTERLY statement the Zenith Radio Corp. reported a consolidated operating profit of $683,664 for the first quarter of its current fiscal year, ending July 31, 1942. The report further states that the company's facilities are devoted exclusively to electronic equipment for the war effort and that the engineering facilities and employes are continuing in radio electronics.

79%

OF ADVERTISERS ON

WTCN

BLUE NETWORK MINNEAPOLIS ST. PAUL

Renew Their Contracts Year After Year

Be Wise. Profit by the Experience of Others. Use WTCN in the Twin Cities market.

Write for Details of Programs and Time Available, Rates and Market Data.

FREE & PETERS, INC. — NATIONAL REPRESENTATIVES

New York Chicago Detroit Los Angeles Atlanta San Francisco

WISN

MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

The Katz Agency, Inc. — Representatives

NAB Board Lays Plans to Hold Series Of Regional Meetings Opening Oct. 19

WITH THE SCHEDULE of NAB district meetings finally approved by the NAB board of directors at its session in Chicago last week, final plans for the two-day sessions throughout the country have been made by NAB President Neville Miller and his executive staff. The meetings begin Monday and Tuesday (Oct. 19-20) with District 3, at the Benjamin Franklin Hotel in Philadelphia.

President Miller will attend all meetings. The roster of speakers, includes members of the NAB's executive staff, along with spokesmen and representatives of all the Government agencies identified with the war effort and having a bearing on radio.

Election of district directors in the nine odd-numbered districts is scheduled this year, to take office at the 1943 convention to be held either in New Orleans during March or April or in Chicago during May, depending upon the final ruling of the NAB board. It is not compulsory that these elections be held now, though many of the district directors said they would do so.

Incumbent district directors from the odd numbered districts, in which elections must be held at least 30 days before the next convention, are Paul W. Morency, WTIC, Hartford, District 1; Isaac D. Levy, WCAU, Philadelphia, District 3; Frank King, WMBR Jacksonville, District 5; J. Harold Ryan, WSPD, Toledo, assistant director of censorship, District 7; Edgar L. Bill, WMBD, Peoria, District 9; Ed Hayek, KATE, Albert Lea, Minn., District 11; Kern Tips, KPRC, Houston (elected to the board last week to fill the vacancy created by the resignation of O. L. Taylor, KGNC, Amarillo), District 13; Art Westlund, KRE, Berkeley, District 15; and Harry Spence, KVRO, Aberdeen, District 17.

Following is the revised schedule of district meetings:

3—Philadelphia, Pa. (Benjamin Franklin Hotel), Oct. 19-20.
4—Pinehurst, N. C. (Carolina Hotel), Oct. 23-24.
5—Jacksonville, Fla (George Washington Hotel), Oct. 25-26; Atlanta, Ga. (Henry Grady Hotel), Oct. 28-29.
6—Nashville, Tenn. (The Hermitage), Oct. 30-31.
12—Tulsa, Okla. (Tulsa Hotel), Nov. 2-3.
13—Dallas, Tex. (Baker Hotel), Nov. 4-5.
14—Ogden, Utah (Ben Lomand Hotel), Nov. 9-10.
16—Los Angeles, Cal. (Ambassador Hotel) Nov. 12-13.
15—San Francisco, Cal. (Fairmont Hotel), Nov. 16-17.
17—Portland or Seattle (to be announced), Nov. 19-20.
11—Minneapolis, Minn. (Nicollet Hotel), Nov. 23-24.
10—Des Moines, Iowa (Fort Des Moines Hotel), Nov. 27-28.
9—Chicago, Ill. (Palmer House), Nov. 30-Dec. 1.
8—Indianapolis, Ind. (Columbia Club), Dec. 2-3.
7—Columbus, O. (Deshler-Wallick) Dec. 4-5.
2—New York City (Biltmore Hotel), Dec. 7-8.
1—Boston, Mass. (Hotel to be announced), Dec. 9-10.

Shot the Works

TO HANDLE four simultaneous broadcasts of the World Series, transmitted to all MBS stations, the BBC, outlets in Cuba and American troops abroad through the OWI, WOR, New York, used 22 microphones, 16 cases of equipment, and the services of four engineers and a supervisor.

London Impressions

(*Continued from page 18*)

quired, and was told that the audience here very much likes the Saturday night postscripts to the 9 o'clock news, which just about everyone listens to habitually, which are being done from Washington specially for the British audience by our American radio commentators, Raymond Gram Swing, Ernie Lindley and Ken Crawford. They alternate weekly—the latter two taking the turns that Elmer Davis used to have before he became chief of our OWI.

But one high Government official did say to me—paying real tribute to one of the finest of our American radio reporters abroad, the dean of the corps, and personally a grand chap, who commands just about the same esteem here that the courtly and witty Sir Wilmot Lewis of the *London Times* holds in Washington—this official said to me:

"We really should have, and some of us have long recommended and have been looking for, a British radio commentator who would live in your country and who could interpret America to us as well as Ed Murrow interprets Britain to your people."

That is a high compliment indeed, and I might add—a well deserved one.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

91.9 Per Cent
OF ALL HOMES IN
AMARILLO
HAVE RADIOS!

HIGHEST RADIO HOMES PERCENT IN TEXAS!

This exceeds the next nearest Texas city by 4.8% and is exactly double the lowest!

In Northwest Texas—where only KGNC, AMARILLO provides primary coverage—there are 57,486 radio unit homes—81.34% of the total occupied dwellings, which is 14.4% higher than the State average.

Here is an exceedingly war-active market of high-income Americans, 98% native-born whites, who can and will hear your program—and have the money and inclination to buy!

THE Taylor-Howe-Saunders GROUP

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AMARILLO, TEXAS
5000 WATTS DAY—1000 WATTS NIGHT

KGNC Amarillo
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KTSA San Antonio
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CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

WBNX

CREATING

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FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today

NAB Reorganization Averted

(*Continued from page 7*)

St. Louis a couple of years ago. Mr. Ethridge isn't a board member, but Mr. Craig was on hand and led the fight for Mr. Miller as floor manager.

Mr. Ethridge, who has brought many an NAB session to its feet with his eloquence and personality, didn't trifle with words in his letter, addressed to Herb Hollister, KANS, Wichita, another Miller stalwart. He told the board that if Mr. Miller were ousted against his will, the industry would be less than grateful and might even "stink".

There were huddles and sessions in smoke-filled rooms. Proposed resolutions were drafted, all geared toward retaining industry harmony and developing what each group thought would be best in the industry's interest. There was almost complete absence of rancor or injection of personalities.

Tie Occurs

When the board first met Tuesday morning all board members, except Joseph O. Maland, WHO, Des Moines, who had been excused because of a death in his wife's family, and Frank King, WMBR, Jacksonville, were present. Mr. Maland sought to cast his telegraphic vote in favor of Mr. Miller, but under the by-laws no proxy votes were allowed. The total voting power was 21 but F. M. Russell, NBC Washington vice-president, who has opposed Mr. Miller, did not vote. He had reported to the board he had been instructed by President Niles Trammell to refrain from voting since NBC saw the matter as one pertaining to affiliates rather than networks. His vote on one occasion would have broken a 10-10 tie against Mr. Miller, and which in effect would have resulted in a board mandate by that slim majority that Mr. Miller accept the new chairmanship post and vacate the presidency.

Before a vote was taken, the board designated a committee comprising Mr. Craig; J. Harold Ryan, WSPD, Toledo; Edgar L. Bill, WMBD, Peoria, and Paul W. Morency, WTIC, Hartford (ex officio) to discuss with Mr. Miller his elevation to the chairmanship of the board and the NAB general counselship, with headquarters in New York. This was based on recognition of his outstanding work in the music field, and would have permitted him to devote all of his time to music problems. The board had unanimously agreed to approach Mr. Miller with this proposal and adopt it, if it were agreeable to him.

When Mr. Miller refused the office, the identical proposal was then put before the board as a resolution. If the resolution had passed Mr. Miller would have been confronted either with accepting the newly-created position or resigning. The resolution was offered by Don Elias, WWNC, Asheville, and chairman of the NAB streamlining committee (dissolved in July), which favored a change.

The vote was deadlocked 10 to 10. Those voting in favor were Elias; Morency; Ryan; Kesten; Dick Shafto, WIS, Columbia; John Fetzer (WKZO); Ed Yocum, KGHL, Billings; Harry Spence, KXRO, Aberdeen, Wash.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Edgar L. Bill, WMBD, Peoria.

Those voting against the resolution and in favor of Mr. Miller were Craig; Hollister; Kolin Hager; WGY, Schenectady; Isaac D. Levy, WCAU, Philadelphia; Hoyt B. Wooten, WREC, Memphis; John J. Gillin Jr., WOW, Omaha; William B. Way, KVOO, Tulsa; Art Westlund, KRE, Berkeley; Cal J. Smith, KFAC, Los Angeles; Gene O'Fallon, KFEL, Denver.

Ouster Defeated

The next resolution—the ouster—was that Mr. Miller be relieved of the presidency as of Dec. 31, 1942, and that a "just settlement" be made of his contract. There was no disposition whatever to attempt to negotiate for anything other than his full contract pay until the expiration of his term—approximately $52,500. This motion was offered, after some discussion, by Mr. Elias or Mr. Spence. It was defeated 14 to 7. In addition to those who voted previously, Ed Hayek, KATE, Albert Lea, Minn., who was not present earlier, participated.

The roll call recorded this way: In favor of the ouster: Morency, Shafto, Ryan, Fetzer, Spence, Elias, Westlund. Against: Hager, Levy, Wooten, Gillin, Hayek, Way, Yocum, Smith, Craig, O'Fallon, Hollister, Woodruff, Kesten, Bill.

The differences in the votes on the two formal resolutions was accounted for by the fact that while all members preferred a harmonious settlement through voluntary acceptance of the original proposal for the board chairmanship, a number of them would not vote for Mr. Miller's forced retirement. They based this on appreciation of his service.

Some directors saw a paradox in the meeting's development. One of the most insistent charges against Mr. Miller was that he was "dominated" by the major networks—NBC and CBS. There was no network vote recorded for his ouster but it was evident from the very start of the sessions that both tacitly favored his elevation to the chairmanship, to pave the way for a new president.

After the final vote several of the directors who had championed the change told Mr. Miller they would gladly abide by the majority vote and that in their judgment the leadership controversy was at an end. Several directors had polled their districts prior to the meeting and found their constituent stations preponderantly in favor of retention of Mr. Miller.

Taylor Resigns

The board formally accepted the resignation of O. L. (Ted) Taylor, KGNC, Amarillo, who resigned following the meeting last month because it failed to act on reorganization. Elected to fill his unexpired term until the next NAB convention was Kern Tips, KPRC, Houston.

The board then discussed retention of a public relations counsel to be paid about $15,000 per year. President Miller was authorized to appoint a committee of five to make the selection. This was in the nature of reconsideration of proposals formerly advanced for a "second man". At the last board meeting Mr. Miller had submitted a detailed plan for a public relations department. The post of director has been vacant since Lt. Col. Ed Kirby, chief of the Army's radio branch, left nearly two years ago.

There was cursory discussion also of the plan for a war emergency committee to function under the NAB, to include representatives of various industry groups and designed to bring about the termination of BVC and of the ABA project. It was withdrawn, however, as infeasible at this time.

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND

● 10,000 watts power, greater coverage, greater value! The third most powerful station in Southern California, KMPC offers maximum coverage at lowest cost.

KMPC
LOS ANGELES ★ 710 KC
for Southern California ★ 10,000 WATTS

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

Disc Meeting

(*Continued from page 9*)

mit them by wax constitutes unfair discrimination.

Another suggested cause for legal action is that the union is, in effect, trying to enforce a closed shop condition by refusing to allow the use of any but nion musicians and at the same time is refusing to allow union musicians to make records. Through its control of all music on the air, this argument goes, the AFM has made it practically impossible for stations to accept musical performances, whether live or recorded, of any but AFM members.

Now the union is making it impossible for stations to get recorded music by AFM members. If continued, this condition must result in forcing the recording companies out of business. And that, the recorders state, is something the AFM has no legal right to do.

What companies will initiate such suits, or whether any suits will be filed at all had not been decided at the week's end. The NAB, however, had stated that it would cooperate fully in the prosecution of such suits if they are filed.

But the recording industry last week had not unanimously decided that the solution to its troubles lies in further legal action. A number of recorders believe that until Congress has so altered the law as to nullify the decisions of the Supreme Court upon which Judge Barnes based his denial of the Government's plea for an injunction against Petrillo further attempts to secure relief from the courts would be futile.

Negotiation Plan

This group expressed the belief that the best way to a solution now is through negotiations with the AFM, preferably through a committee including representatives of the broadcasters and coin-operated phonograph interests, since it is theuse of records by them against which the union is protesting, rather than against the wages or conditions of employment given to musicians by the recording companies.

Mark Woods, president of the BLUE Network, who has for many years been active in labor relations and who, since the BLUE is not an NAB member, has not been a party to the NAB's attacks on Petrillo and has maintained personal friendly relations with the union head, has been suggested as the head of a negotiating committee.

A number of transcription company executives stated that there is little they can do and that the broadcasters, probably through the NAB, will have to work out with the union terms on which the AFM will permit the use of records on the air. Some criticism was expressed against the personal attacks the NAB has made on Petrillo, on the grounds that without these he would not have withdrawn permission for the continued recording of single-use commercial transcriptions.

BREAKFAST MEETING at the home of O. B. Rosenblum marked the signing of a one-year contract by Nathan Rosenblum Co. of Sharon, Pa., wholesale grocery distributors, for the 7:45 a.m. *Golden Dawn* newscast over WKBN, Youngstown, O. Company executives and 18 salesmen sat down to breakfast at 7:30 a.m. and heard the news program of the company in the dining room at 7:45. Above, glancing at a poster announcing the company's sponsorship: H. David Rosenblum, Henry Z. Ungar, WKBN account executive, O. B. (Cutter) Rosenblum and S. W. Epstein, general manager.

Gulden in East

CHARLES GULDEN Inc., New York, has launched a campaign in the interests of Gulden's Mustard on six Eastern stations. Radio advertising, which got under way last week, includes quarter-hour recordings on WOR, New York; WARM, Scranton, Pa., and WTIC, Hartford; also news programs in Philadelphia and Schenectady. Seven news periods weekly have been placed on WQXR, New York on a 52-week basis. Charles W. Hoyt Co., New York, handles the account.

WMCA, New York, has appointed Weed & Co., its exclusive national sales representative in all areas throughout the country except New York and Philadelphia, which will continue to be handled by the station's New York sales office.

JOHN C. WHITLEY, formerly market analyst of General Mills, Minneapolis, and A. C. Nielson Co., Chicago, has joined the sales promotion staff of WLS, Chicago.

Trial Return Disc Plan For Vinylite Is Adopted

MOVING for increased conservation of the Vinylite used in the production of its transcription discs, the Treasury's war savings staff has evolved a trial return arrangement covering the next three months. Under the plan, the Treasury Procurement Division has obtained from the Office of Price Administration a fixed trade-in price per disc and stations will ship them direct to the original manufacturer.

In actual practice a Government agency needing Vinylite would go to the War Production Board seeking an allocation for 500 records explaining that it had 100 returned discs. Considering the Vinylite which can be reclaimed in the returned records, an allocation will then be made to make up the difference between the total need and the quantity recovered.

Canada School Programs

SCHOOL broadcasts for the current school year are presented in a booklet, *Young Canada Listens*, issued by the Canadian Broadcasting Corp., Toronto, and illustrated with sketches and stories of the *Pioneer Heroes of Canada* programs which feature the first national school radio program to be heard in Canada. The booklet also contains particulars of other school broadcasts available through the CBC and American networks. The booklet is a manual which has been prepared for distribution among school teachers.

Broadcasters!

LET YOUR AUDIENCES HEAR AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

and

THE BALLAD WE COULDN'T HOLD BACK

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

Both songs have been arranged for orchestra by JACK MASON

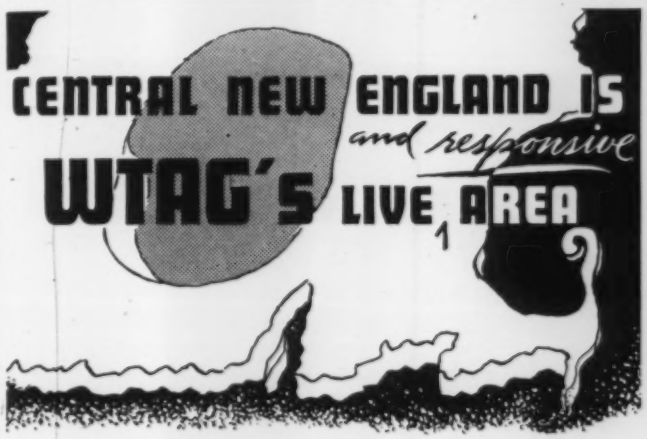
BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA

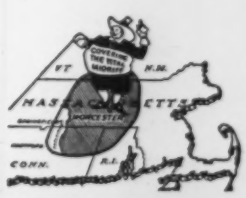
CENTRAL NEW ENGLAND IS WTAG'S LIVE AREA and responsive



You can quickly prove Central New England's wholehearted and constant response to WTAG. Every independent survey shows the WTAG audience two to one in the lead over any other radio station heard in this war boom area.

When You Buy Time— Buy An Audience

WTAG WORCESTER



NBC BASIC RED NETWORK

EDWARD PETRY & COMPANY NATIONAL REPRESENTATIVE

Owned and operated by The Worcester Telegram-Gazette

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

COTTON MEANS CASH IN MISSISSIPPI

$230,000,000 is the value of Mississippi's 1942 cotton crop. This is 94 million dollars greater than the 1941 crop.

Lint is estimated at 190 million dollars; cotton seed at 40 million dollars. This means more money in Mississippi than for years.

Invest your advertising dollars with WJDX—dominant radio station in the growing Mississippi market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

CIO Official Asks BWC Freeze To Solve Technican Shortage

Plan Would Defer Present Employes Until the Union Could Provide Replacements

CALL for the Board of War Communications to delay drafting of presently employed broadcast technicians at least until replacements can be provided, was put forward last week by Edgar T. Darlington, vice-president of Local 1, Philadelphia, eastern U. S. headquarters of the American Communications Assn., CIO Affiliate.

In a letter answering manpower inquiries of C. B. Reynolds, acting local FCC radio inspector, Mr. Darlington said that an acute shortage of broadcast technicians is resulting from present draft board policies of reclassifying and inducting thousands of men. He said that there is already a shortage of trained men, and that the curve has taken an acute turn upward.

Answer With BWC

Pointing out that his organization, recognizing the situation, is about to start an emergency training course in conjunction with eight major Philadelphia stations, Mr. Darlington said "I personally feel that should our plan of action get us over immediate hurdles, eventually we must again touch bottom.

"My further feeling is that the real answer lies in the Board of War Communications speedy exercise of its power to freeze, or exempt from the draft, all men presently employed technically in broadcast stations. At the very least, it might be done for a trial period of six months, during which time a plan such as ours might enable a backlog of trained personnel to be built up.

The letter declared that Selective Service "interpretations" and directives, together with General Hershey's statments, had brought no relief to the engineer problem. Station owners have tried repeatedly in many cities "and miserably failed," to get requested deferments for needed men, it said.

If the freeze went into effect, the letter went on, the 6-month deferment would permit an honest study to be conducted, and provide material to dictate the subsequent policy of the FCC, the BWC, and selective service officials.

Will Be Copied

The training plan advanced by the ACA Philadelphia local, which Mr. Darlington said will be copied elsewhere, involves opportunities for men holding first and second class radiotelephone licenses to get needed broadcast experience without charge. During an eight-week period, the Union will provide instruction, and the local outlets' facilities for these men to practice. Examinations for several of the courses of instruction have been drawn up by FCC engineers, according to Mr. Darlington.

The plan was drawn up after Local 1 contacted radio schools in the East, and found their estimates of licensed graduates "left a gloomy outlook."

"Not only were too many of the schools giving general courses, with generous amounts of the time given to code and typing, but it would seem that 80 to 90% of their enrollees long before their six- to eight-month course is completed are either drafted or secure outside work," the ACA official explained.

The Union plans to contact these first and second class license holders through advertising in periodicals, such as BROADCASTING, and through direct mail and personal contact. Local FCC offices will supply names of those who have secured the licenses since April 1st, and schools have been asked to furnish names of recent graduates. Mr. Darlington said that it may be necessary to appeal to the U. S. Department of Education, or some other agency to subsidize and widen the scope of the effort.

ANTICIPATING the worst in the manpower crisis is Carl Lee, chief engineer of WKZO, Kalamazoo, who holds in his right hand the new condensed lightweight remote amplifier, "Model 4F", which he developed especially for women and 4F engineers.

Miss Broderick to Govt.

ESTELLE H. BRODERICK, for six years production traffic manager of WORL, Boston, will leave Oct. 25 to take a similar position with the Treasury Department. Miss Broderick will serve under Marjorie L. Spriggs, head of the Women's Radio Division of the War Savings Department.

CKLW
in the
DETROIT AREA
at 800 kc.

War production and earnings in the CKLW primary trading area, covering over 8,000,000 persons, are setting new records. Dollar and cents spending is fast exceeding all previous highs. Yet a sales message delivered completely to this fertile market by CKLW costs relatively dollars less. If the Detroit Area's your market, CKLW's your medium. Investigate today.

5,000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

WOWO
FORT WAYNE
Indiana's most powerful station

New Music Action Seen

(*Continued from page 9*)

eral court decision. The onerous effect of the recording ban on transcription companies, which have not recorded since Aug. 1 except in isolated cases, and on the record manufacturing companies, is believed ample basis for legal action against AFM. AFM's 136,000 members, under the recording ban, are not permitted to record for radio, juke box, or other so-called non-public performances. There has been no recording at all except for some Government work, it was reported.

NAB said it had been informed "that transcription companies are considering the bringing of state court suits which will test out the various questions involved, including, of course, the question of commercial transcriptions, which Mr. Petrillo has already admitted do not exercise an adverse effect upon the members of his union. The NAB, in accordance with plans already made, expects to cooperate in prosecution of these suits."

Same as Before

Sydney M. Kaye, chief counsel for the NAB in the music controversy, pointed out that the highest courts of a number of States have taken positions entirely different from that evidenced in the cases brought under the Federal laws. It is believed, his statement for NAB continued, that "appropriate suits in state courts have a substantial chance of success."

Alluding to Judge Barnes' decision, the NAB statement said it had generally been recognized that recent decisions of the Federal courts in labor cases brought under the anti-trust laws "might well be considered by the Federal District Court to be applicable in this case."

As a practical matter, the decision eliminates the possibility that Government action under the anti-trust laws will solve the problem, NAB said. Since the decision was based entirely on the Federal statutes, it pointed out, it does not adversely affect litigation in the State courts.

Analyzing the effect of the Judge Barnes ruling, NAB stated the decision leaves AFM in precisely the same situation which it created when it banned recordings. "It opens up no avenue through which the members of Mr. Petrillo's union may recoup themselves for the losses in revenue which they are daily suffering through their failure to make recordings. The decision, in other words, does not change the present state of the law under which broadcasters and other commercial enterprises may use any available records without the payment of tribute to Mr. Petrillo's union."

Commenting on the Petrillo statement that the ban "still stands" and that "the next move is up to the companies", NAB said the union head ascribed to "expenditures made by the NAB the unparalleled wave of public indignation which has been aroused by his rulings." Then it said:

"In failing to recognize that the condemnation expressed because of the ban on recordings has been not only universal but spontaneous, Mr. Petrillo is of course, deceiving himself."

The view that the AFM prohibition of single-use commercial transcriptions is an "unassailable precedent" for banning network musical programs, on the same grounds that a musician whose music is broadcast throughout the country is depriving local musicians of employment, is contained in a letter written Oct. 8 by Howard Blake, president of United Broadcasting System, to Mr. Arnold.

Written before the Chicago court action, Mr. Blake's letter said that the single-use transcription and network parallels were legally identical and inseparable. The only difference is the mechanics of transmission—one by transcription; the other by telephone wire, he wrote. Musicians' fees and all other circumstances are the same, and from the musicians' standpoint there is no difference at all, he added.

"The union's success in this trial would pave the way, with a perfect precedent, for banning network music altogether", said Mr. Blake. "If they ban network music—the

A Real Oath

AN AIR OF realism will surround *Painted Dreams*, daytime serial sponsored by Procter & Gamble Co. (American Family) on WMAQ and WGN, Chicago, when script character Tommy Collier, portrayed by John Larkin, is inducted into the Navy. Lt. Com. David N. Goldenson, officer in charge of recruiting in the Chicago area, has been written into the script as himself and he will administer the induction oath.

CKY Early Signoff

CKY, Winnipeg, now voluntarily signs off at 11:35 p.m. (CDT), after a five-minute late newscast at 11:30 p.m., in order to conserve existing broadcasting equipment. First Canadian station to sign off early as a conservation measure was CHNS, Halifax, followed by nine of the ten Canadian Broadcasting Corp. stations which now sign off at 11:30 p.m. local time. Other Canadian stations are expected to follow suit within the next few months.

FOR OUTSTANDING ACHIEVEMENT

. . . the "E" emblem is the highest tribute to the prowess of American labor in the field of shortwave communications. Hallicrafters workers by their unswerving purpose to produce a product that is better, and to exceed their quota in order that production schedules can be maintained, have been awarded this honor.

The accumulative electronic experience gained by Hallicrafters employees will be a dominant factor in future peace time production of advanced designs in shortwave communications receivers.

the hallicrafters co. CHICAGO, U. S. A.

Keep Communications Open!

In
Salt Lake City
the biggest
tune-in is
naturally to
this exclusive
NBC
outlet...

KDYL

The POPULAR Station
Salt Lake City

JOHN BLAIR & COMPANY

UTAH'S ONLY NBC STATION

next logical step—that is the end of networks. It is for the Government and the courts to decide whether that will be a good thing."

Plans to Appeal

Immediately following the court action Mr. Arnold said he would ask the Solicitor General of the United States to authorize an appeal to the Supreme Court for final adjudication. If the Solicitor General authorizes the appeal, it can be taken up as a matter of right in 30 to 90 days. The appeal would be under the Expediting Act and is automatic.

From the outset of the argument it was evident the court had decided against issuance of a preliminary injunction. Judge Barnes said he had read the voluminous briefs, previously filed but had not examined the affidavits in detail.

Even before Assistant Attorney General Arnold had covered the main points, Judge Barnes inquired whether a labor controversy was not involved. After listening to the one-hour argument of Government counsel, Judge Barnes waved Mr. Padway aside when the labor counsel sought to begin his argument.

"I do not think I want to hear from Mr. Padway," Judge Barnes commented. "I had read the briefs and papers over the weekend. While Mr. Arnold's arguments are interesting and instructive and at times very persuasive, my opinion formed from the briefs has not changed.

A Labor Dispute

"I think a labor dispute is involved here. I will hand down a memorandum opinion in a few days. There is a certain demand by the consuming public for music and the musicians' union has this for hire. This is a controversy between masters and servants. The members make music under the masters and it is a question whether the servants must make music as the masters direct."

Judge Barnes continued that the controversy between the union and "masters" as to whether or not the members of the union shall provide all of the music appeared to him to constitute a labor dispute. The union contends that it should make all the music while the employers say it can be done by recording amateur talent, and by other means.

The court concluded that the Norris-La Guardia Act and Section 20 of the Clayton Act were involved. Moreover the court could not see how it was possible to get around the Hutcheson and the Corrozzo cases in the Supreme Court.

"Therefore", said the jurist, "I grant the motion to dismiss".

Mr. Padway, even though the bench had ruled that it desired no argument asked permission to clear up allegations regarding Mr. Petrillo and the patriotism of the AFM. He said that inferences as to the patriotism of Petrillo have been made repeatedly, and asserted that no organization evidenced a greater willingness to support the President and the government in the war interest.

Assistant Attorney General Arnold questioned the propriety of Mr. Padway's statement, pointing out that he had simply quoted affidavits submitted for the record by Government officials, including Elmer Davis, Director of OWI and James Lawrence Fly, chairman of the FCC.

Petrillo's Emotion

Mr. Petrillo, who had sat at the counsel table during the argument and had hung on every word, displayed great emotion when Judge Barnes announced dismissal of the proceedings. He said he probably would convene the international board of AFM shortly either in New York or Chicago for "further consideration" of the whole matter.

"The ban still stands," he said. "The next move is up to the companies. This case demonstrates that abuse of a high labor official cannot triumph over justice and labor. The NAB has spent thousands of dollars to malign me. Broadcasters, juke box manufacturers, record makers and the press are the strongest combination to arouse the public against a union official in a labor dispute."

Mr. Padway supplemented Mr. Petrillo's remarks with the statement that "this decision clearly demonstrates that abuse of a high labor official who is endeavoring to protect the livelihood of his members cannot triumph over law and justice. The NAB spent thousands of dollars to attack and malign President Petrillo. He has been villified as has no other labor leader by a combination of the press, the broadcasters and juke box operators. He stood his ground, obeying the mandate of his union."

AFM PRESIDENT James Ceasar Petrillo (right) before entering the Federal courthouse in Chicago last Monday morning, listens to some legal points of the AFM motion to dismiss (which subsequently was granted) from Joseph A. Padway, AFM chief counsel. Mr. Padway did not argue, since Federal Judge John P. Barnes handed down his decision favoring AFM and throwing out the Government suit after listening to Assistant Attorney General Thurman Arnold.

In his argument, Assistant Attorney General Arnold, followed closely the contention that anti-trust law violations cited in his brief [BROADCASTING, Oct. 12]. He said no labor controversy was involved and stressed the injury to the war effort stemming from the Petrillo ukases.

In arguing the jurisdictional question Mr. Arnold contended that previous Supreme Court cases involving the "'made work" issue had no direct bearing on the AFM case, pointing out that in the instance a number of industries were threatened with extinction. Moreover, he argued, the unemployment issue was a myth, alluding to the NAB affidavit showing that some 50% of all AFM members are gainfully employed in other fields.

Before Mr. Arnold had proceeded very far, Mr. Padway interrupted to plead a motion that the affidavits be stricken on the ground that the court did not have jurisdiction to consider them under the Norris-LaGuardia Act. He contended the procedure contravenes the court's powers and that opportunity has not been allowed AFM to cross examine witnesses.

Mr. Arnold contended this was

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

THERE'S MORE FOR YOUR MONEY AT

CFNB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

BOSTON

N.Y.

CFNB Signal strength increased 25%

CONTRACT IN HAND, executives of Hardwick & Magee, Philadelphia, claiming to be America's oldest rug and carpet company, look forward to their coming year on the air as sponsors of *Morning Extra* news on WFIL, Philadelphia. Seated are (l to r) Roger W. Clipp, vice-president and general manager of WFIL; Earl W. Glazier, manager of Hardwick & Magee, and Harry C. Berlinger, secretary of the carpet company. Standing are Max E. Soloman, of the WFIL sales staff; Ralph Hart, radio director of Harry Feigenbaum Agency; David Werman, account executive at Feigenbaum, and John E. Surrick, sales manager of WFIL.

the main issue in the case. Judge Barnes allowed the motion to be entered and granted.

Home Owners Next?

Mr. Arnold said the whole issue was whether the case comes within the purview of section 4 of the Sherman Anti-Trust law. He contended that the union seeks to destroy small restaurants, amusement places, local radio stations and other enterprises dependent upon recorded music and which cannot afford live talent. He said if AFM is permitted to continue that method of operation he saw no reason why it won't "deny home owners the right to use music".

Mr. Arnold also emphasized the Petrillo ban against amateur musicians and preventing their performance over the air. He contended finally that AFM had "coerced" the national networks into "boycotting" their affiliates who did not hire fixed quotas of staff musicians.

In great detail the Assistant Attorney General covered what he stated was the crux of the argument—whether there were involved "terms and conditions of employment". He contended that the Norris-La Guardia Act and the Supreme Court decisions in other labor cases cited had the "terms and conditions of employment" element. If that were permitted, the Sherman Anti-Trust Act "would be repealed."

In a dispute which involves the terms and conditions of employment, the Assistant Attorney General contended the labor union may pursue almost any course of action. But if these issues were not involved, he insisted, then the union is subject to the Sherman act.

Labor Shortage

Judge Barnes disputed Mr. Arnold's contention that no unemployment existed in musicians ranks. He said that the figures revealing that 50% of the union members were engaged in other pursuits indicated to him "they were not able to make a reasonable living in their chosen field".

Mr. Arnold, nevertheless, contended that the Petrillo act was to permanently stop the development of a new field and that "technological employment was not an issue". He pointed out that the Petrillo bans come at a time when there is the greatest demand for technological employment in the country's history precipitated by the war. He cited current news stories about the tremendous manpower shortage.

Mr. Arnold tangled with Judge Barnes on several occasions. The jurist admonished him not to "try to talk down the court".

The issue boils down to the AFM ultimatum that the employers must either hire fixed quotas of musicians or go out of business if they can't afford to hire live talent, continued the Assistant Attorney General. Moreover, he called the combination of the union and the networks to put the independent stations out of business an illegal one under the Hutchinson decision.

The ban on high school orchestras amounts to "closed shop", he said. The question is not one of employment of amateurs but "destruction of amateurs". He said no one questions the right of labor to bridge over a gap of technological employment but he argued this was not such a case.

GORDON JENKINS, musical director of NBC, Hollywood, was recently notified that his theme song, "Eyes Aloft", written for the network program bearing that title, has been chosen official song for the IV Fighter Command. Upon publication, proceeds from the song's sale will be donated by Jenkins to local air spotter's shelter building fund.

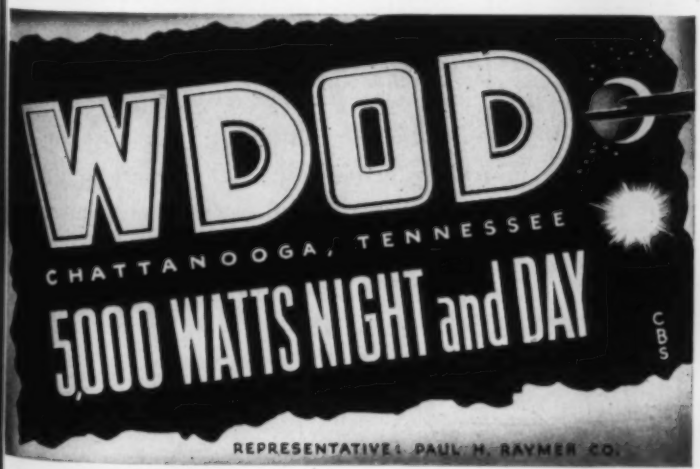
Plenty of Power

IT SEEMS that WWL, New Orleans, didn't know its own strength when it put 50,000 watts on a clear channel, according to a letter from Sgt. H. J. David, formerly a radio serviceman in Church Point, La., now stationed with the Army Signal Corps in the South Pacific. Sgt. David recently wrote his brother at home, "A few weeks ago I found an old radio in a junkpile and fixed it so it played. While listening last night I heard an announcer say it was 5:30. By my watch it was 1:30 here. Then he said . . . New Orleans, WWL." It sure felt good to hear from home."

Thompson Resigns

DAN THOMPSON, member of the press department of NBC-Chicago, for the past six years, has resigned as news editor to join the National Safety Council, Chicago, as radio director. He is succeeded by Jack Ryan, formerly picture editor. John Keys, writer, has taken the post of picture editor, and Shelson W. Peterson, formerly news editor of KLZ, Denver, and journalism instructor of the U of Denver, has joined the writing staff.

PINEX Co., Fort Wayne, Ind., (cough syrup) will sponsor a half-hour portion of the *National Barn Dance* on WLS, Chicago, Saturday evenings at 10:00-11:30 p.m. Agency is Russel M. Seeds Co., Chicago.



FOR EFFECTIVE BUYING INFLUENCE IN WHAMLAND

WHAM gives you *effective buying influence* where *effective buying power* is highest.

WHAM gives you complete, effective coverage of the entire Rochester trading area . . . where buying power is 26% higher than U. S. Average . . . where income increase in 1942 over 1938 has been 21% greater than U. S. Average . . . where the 1942 effective buying income per family will be $3,661. The Rochester Trading Area ranks 51st in population, but 37th in total dollars effective buying income, 22nd in family income.

WHAM, in addition, gives you the effective buying influence of its 50,000 watt, clear-channel signal, in the 900,000 radio homes of WHAMland's 43 counties. WHAM gives you eighteen trading areas, not one . . . 140,518 farms . . . more than 5,000 busy factories. All of this at approximately one-third the cost of localized coverage of the same area.

Figures in first paragraph are from Sales Management's Survey of Buying Power.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the National Broadcasting Co. & The Blue Network, Inc.

"The Stromberg-Carlson Station"

How to Use Discs

(*Continued from page 10*)

ramids of Egypt, or our boys in Iceland. BBC simply sends out a transcription crew, as it did the other day to get the voice of a British general in Africa. It does the same thing regularly to get voices of British soldiers in far-away places. The recordings are then either shortwaved and re-recorded in London (though not very often) or are shipped by plane for earliest possible broadcast over BBC.

Sometimes it can be overdone, of course. Our networks would not, and should not be expected to broadcast a quarter-hour of Bing Crosby recordings, as BBC does weekly. But *Bing Time* here loses none of its popularity simply because it isn't live. It would not be practical to shortwave Bing's Thursday night Hollywood show direct to BBC because it starts at 9 o'clock (EWT), which is 4 o'clock in the afternoon London time.

It all depends on how it is handled.

A rule can often be carried to foolish extreme, as was the case when one of our networks flatly refused to carry two minutes of the voice of Enrico Caruso, available only from an old record, which a big agency wanted to interpolate into one of its productions.

It is claimed that only once has a long recording—something other than a mere sound effect, which even network shows must take off transcriptions—been broadcast over NBC. That was the remarkable on-the-scene description of the explosion of the dirigible *Hindenburg* at Lakehurst, which a WLS sound crew happened to be on hand to transcribe. And that crew happened to be there only because lighter-than-air craft was a hobby of a staffman of that Chicago station who had persuaded Glenn Snyder to let him do a description of the big ship's arrival, never dreaming the catastrophe would occur.

Pros and Cons

The chief arguments of our network people against transcriptions is that networks exist primarily to furnish live stuff, which is true; that sponsors and agencies, aware that transcriptions lose little of the orginal quality when broadcast, will insist upon taking the "slipup" element out of their productions by transcribing and reediting them and putting on the air as tried and true programs; that prima donna performers will insist upon doing their shows on records so as not to be held to regular schedules, which is definitely a possibility.

The rule, on the other hand, can be enforced as general policy but not as an irrevocable one. Certain standards can be laid down for exceptions in extraordinary cases, or for certain classes of programs such as excerpted speeches of the sort BBC handles so deftly.

Moreover, the repeat value at favorable hours of highly popular shows would be tremendous to the sponsor, who could buy repeat periods, and to the audience alike. Many a fan who has missed the Friday night *Information Please* program would be delighted if he knew he could hear it, as the British hear their *Brain Trust* program, during a Sunday-at-home afternoon, or perhaps during an otherwise unsaleable late evening hour any other night.

Popular program repeats after 11 p.m. would certainly be vastly more welcome to a great segment of the American audience than dance bands, which are carried almost exclusively on the networks then.

This observer will be very much surprised if, as a result of Bill Paley's recent visit here to study British broadcasting, CBS doesn't follow the lead already taken by Mutual in at least relaxing, within reason and within limits of good network program balance, the present absolute rule against transcribed shows.

Declaration of Independence For Radio Proposed by Way

NAB Board Considers Plan for Central Code Committee With Code Authority Scope

PROMULAGATION of a "Declaration of Independence" by the nation's broadcasters, dealing with all aspects of station operation, including commercial programs, is proposed by William B. Way, vice-president and general manager of KVOO, Tulsa.

Mr. Way

The proposed declaration was submitted to the NAB board of directors, of which Mr. Way is a member, at its meeting in Chicago last Wednesday. Mr. Way was appointed a member of the NAB Code Committee, to pursue the project. Mr. Way seeks to gain adoption of the declaration by a majority of the station operators, if not the entire industry.

The document proposes appointment of a Central Code Committee for the industry, and for the designation of a "Code Authority"—a full-time representative of the industry who would "announce and delineate all decisions" having to do with program and commercial operations.

The full text of Mr. Way's proposed code follows:

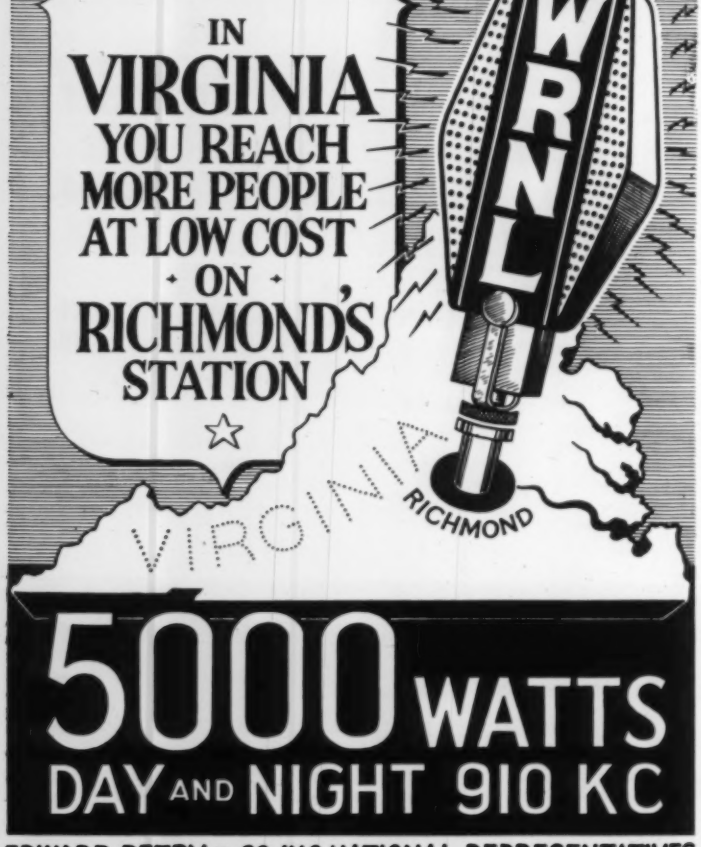
Broadcasters' Declaration of Independence

Through the Government of the United States of America, each broadcasting station is licensed to operate "in the public interest, convenience and necessity." To these stipulations each broadcaster must subscribe not only in the beginning but as long as he shall operate a microphone and transmitter. Failing in this pledge to the people, he shall forfeit his license and retire from his position of public trust.

Consider again the words, "public interest, convenience and necessity," for they appear in every license. They are the rule of conduct for every broadcaster. They are a charge to all broadcasters alike. They are a covenant upon the broadcasting industry.

Only insofar as we, the broadcasters, maintain control of the air, shall we be able to preserve this covenant. Control of the air is difficult to maintain for we lease our facilities to others who are not directly responsible to the people.

Advertisers respect our responsibility to the people but insist that we



• To reach and sell the rich Appalachian area —booming with war project wealth—remember: WJHL is the only station of regional or greater power offering adequate coverage of this market. One GOOD station. One LOW cost.

1000 WATT • 910 KC • BLUE NET

WJHL
Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

are the sole guardians of that responsibility. That is right, not only morally but legally.

Networks originate programs for us, under special agreements, but nowhere in these agreements do they assume any of our responsibility to the people. Networks are producers, not broadcasters, of radio programs. They are not licensed in the name of the people. They exist by virtue of the broadcasters.

Our position cannot be obscured. We who have been granted special rights shall answer for their proper exercise. Those whom we invite to share these rights with us, we invite at our own risk. To us will come the challenge from the people, should anyone fail.

We must give guidance not ask for it. We must use fearlessly the right to make our own terms upon which advertisers, networks, or anyone may lease our facilities. Those terms are our most precious asset. They are the conscience of this industry.

We are now engaged in a great war, which demands that all men re-affirm their trusts and be loyal to them. Now is the time to proclaim again the terms upon which anyone may use our facilities. We shall do so collectively. We shall act as an industry. We shall be of one mind.

The nature of our idealism has impelled us often to follow precedent. This is proof that we appreciate the gravity of our public trust. But it has thus been within the power of any one of us to inflict great injury upon the broadcasting industry by establishing a bad precedent. And it has thus also been within the power of selfish interests to gain their ends by influencing one or more broadcasters to relax the vigilance of operation in the public interest. How much better it shall be for us to depend not on precedent but on our own full counsel.

Now, therefore, we declare that, both now and henceforward, in all matters related to the operation of our broadcasting stations in the public interest convenience and necessity, we shall be of one mind and act with one accord;

that the matters referred to above shall include the style and character of commercial and sustaining programs; extent, nature and number of courtesy and commercial announcements; interpretation of contracts, rates and discounts;

that the question of one of us shall become the problem of all, who shall determine the answer and abide by it, taking no action independently until the answer shall be had;

that our function shall be a continuing function, every day in every year, to which we hereby pledge our time, our counsel and our resources;

that a Central Committee shall be appointed immediately, to be known as the Central Code Committee;

that a Code Authority shall be designated, who shall be a paid, full-time representative of the broadcasting industry, capable of counselling with the Central Code Committee, the industry at large and those who have business with the broadcasters, and who shall announce and delineate all decisions;

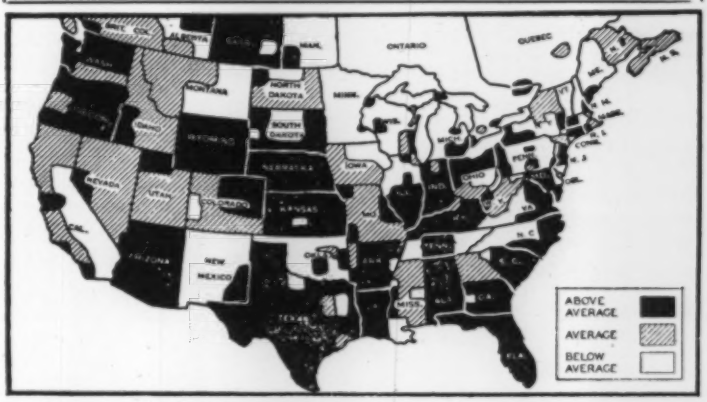
that the first duty of the Central Code Committee and the Code Authority shall be to review and act upon present practices;

that, although this is a Declaration of Independence for the broadcasting industry, it is in fact a Declaration of Dependence, each upon the other, for the broadcasters individually, adopted in the spirit of union which attended the origin of our Country;

and, finally, that every broadcaster who subscribes hereto shall hold unimpeachable the language of his license from the Government of the People of the United States, for by the law of this land and by every moral consideration, no broadcast contract shall be binding, no obligation may be enforced, if it is inimical to the public interest, convenience or necessity.

UNITED BUSINESS OCTOBER FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



Studio Notes

WPAT, Paterson, N. J., devotes 16 2/3% of its broadcasting time to government announcements and programs presented in cooperation with Federal agencies, according to an analysis made recently by station officials.

WDRC, Hartford, has an exclusive agreement with the *Hartford Courant* to broadcast returns in the gubernatorial and Congressional elections Nov. 3.

WHIO, Dayton, organized 7500 school children in 67 schools for a county scrap collection drive, with L. A. Winchell, superintendent of schools using the station to broadcast instructions.

WLS, Chicago, staged a scrap collection campaign in Danville, Ill. with entire cast of the *National Barn Dance* appearing for two performances at which the admission price was 100 pounds of scrap. Proceeds will be donated to the Vermilion county USO. On June 27 WLS held a similar scrap collection drive in Bloomington, Ill., and the *National Barn Dance* performances brought in over 1,000,000 pounds of scrap material and rubber.

UNUSUAL tales of people in the headlines, recounted by Johnnie Neblett, and organ music by Herb Foote at the organ comprise the new quarter-hour program, *So the Story Goes*, on WBBM, Chicago. Program, heard three times a week is sponsored by Prima-Bismark Brewing Co., Chicago.

WGY, Schenectady resumed *Speaking of Books* series recently for its third year with Esther Forbes, writer of *Paul Revere and the World He Lived In* as guest. Granville Hicks is chairman of the reviewing panel. Others on the first program were Mildred Adams, foreign correspondent, and Dr. Dixon Ryan Fox, president of Union College.

WTAG, Worcester, has a program of pre-game human interest stories about players, and outstanding games of the day preceding Holy Cross football broadcasts. Announcer Tommy Russell selects winners, and salutes them with recordings of their theme songs.

"...that extra something that makes these programs welcome to the Program Department, and a refreshing change to the announcer." KPRO

● From the ASCAP Radio Program Service there are available, without cost to any ASCAP-licensed station, programs which are entertaining and salable. If you have an ASCAP license both your Program and Commercial Departments will welcome these shows. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

IT'S A WBIG JOB

The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP

ANSWERS
to WOR-Quiz on Front Cover

1. The happy gardener symbolizes New Jersey, "The Garden State." New Jersey is one of seven great Eastern states whose most densely-populated and valuable trading territories are dominantly covered by WOR. New Jersey, in fact, contains 6 great cities with more than 100,000 people each. Every one of these cities is a vital, booming war work center.

2. This line indicates WOR's consistent trend upward in station audience during the past 5 years. WOR, as a matter of fact, is the only major New York station which has shown this consistent growth year after year for 5 years. WOR's total audience, by the way, is —at the moment—10 to 15% greater than it was at this period in 1941.

3. The numeral 63 stands for the total number of great Army camps and Naval bases in the area covered by WOR. Though specific totals are a military secret, it can be more than merely assumed that these camps and bases are occupied by hundreds of thousands of soldiers who are avid radio listeners. For further facts regarding hours of listening; programs preferred, and other highly valuable data on this excellent new market, write, wire or phone (PE 6-8600) WOR, at 1440 Broadway, in New York.

4. The man at work IS demonstrating a startling WOR success story. It involves the great sales of a tape called "Press-On", a synthetic war product, used for mending fabric, etc. Using only the WOR program "Pegeen Prefers", the makers of "Press-On" jumped this product's sales 100% throughout the entire WOR Guaranteed area. Though very adequately distributed, WOR persuaded 43 department stores to sell "Press-On" by sending hundreds of people in to ask for it. WOR also boomed the sales of "Press-On" in Albany, Philadelphia, Boston, etc.; created enormous demand in war work cities.

Co-op Probe

(*Continued from page 12*)

was not reason in keeping it off the air especially since it represents the opinions of 6,000,000 - 8,000,000 people.

Refusal of time "is a direct denial of fundamental rights," Senator Norris asserted. He agreed with the fact that the networks were faced with considerable responsibility but insisted that they "would have run no risk of libel suits or anything of that sort," if they had permitted the cooperative group to broadcast.

The FCC, in its part, announced it had written to Niles Trammel, NBC president, and William Paley, CBS president, advising them the Commission received a letter from the New England Cooperative Federation, Boston, citing the networks' refusal to sell time to the Cooperative League. A "statement of the facts" is expected soon by the FCC.

Quotes Editorial

The letter was transmitted to the FCC by Senator Lodge (R-Mass.), to whom FCC Chairman James Lawrence Fly sent a letter pointing out the Commission had noted the matter and had asked the networks for the facts, assuring him the situation would be given "appropriate consideration".

During his statement of the problem on the floor of the Senate, Senator Norris quoted from a signed editorial published in the *Burlington* (Vt.) *Daily News* signed by its editor, William Loeb, which described the success of a cooperative local utility as a perfect example of what free people working in a free cooperative fashion can accomplish. In contrast the editorial raps the networks for their willingness otherwise "to take money and sell time to advertise any commercial products, whose real value to the public may be gravely questioned."

The signed editorial also instructed reader to write to Charles Hasbrook, owner of WCAX, Burlington, CBS affiliate, expressing the hope that the station owner "is a real friend of the cooperative movement" and appeals to him as an affiliate owner to go to bat on the issue with the network.

Shortly after reading the editorial, Senator Norris was queried by Senator Langer (R-N. D.) as to whether the FCC is empowered to handle the situation by revoking the licenses of the stations involved. In reply, Senator Norris said a complainant to this effect might lose on the theory that an amendment to the law is necessary. He said this was only his opinion and that he desired an opinion of the committee which seven years before reported the present Communications Act.

Senator Wheeler (D-Mon.), Chairman of the Interstate Commerce Committee which will consider the Norris Resolution, and which currently is handling the Petrillo probe, expressed "surprise" over the position taken by the networks.

Mr. Wheeler said, "First they denied the request on controversial grounds. Then they took the position that other advertisers might object."

Probably, "everything said over the radio on the subject of politics is controversial," he said. "If the broadcasting systems are to take the position that they will not permit anything to be said over the air or any time to be sold on any subject which is in the slightest degree controversial, then of course they are going to be able to pick and choose just exactly what they will permit to go on the air," he emphasized.

He cited the case of commentators, "paid by some of the big interests in the country" who are allowed to air matters of a highly controversial nature. He asserted they edit news, give and make comments easily discernible as controversial. Furthermore he expressed the belief that the networks' action "is taken purely on the basis of their own selfish interests and not on the basis of the best interest of the country as a whole."

Senator Wheeler admitted there were some opposed to cooperatives but suggested their opposition sprung from a fear that cooperatives "may interfere with their profit or their dividends and that their operation may tend to bring down the cost of living in this country to the average man." He said there was no excuse for the networks involved or any other broadcasting system to deny an organization like the cooperatives "the right to buy time" on the grounds that the subjects they may discuss are controversial.

Senator Norris contended that the "question goes much deeper than whether one likes a cooperative or does not like a cooperative." Instead he said there was a question as to whether broadcasting systems "given access to the air" should be allowed to keep an organization from the air which is "responsible . . . honest . . . which has a definite idea to present."

CERTIFICATE for outstanding public service is presented to W. Gordon Swan, program manager of WBZ-WBZA, Boston by James F. Crafts of the National Board of Fire Underwriters. WBZ-WBZA was given honorable mention, highest award in the East, for its first annual radio fire prevention contest.

Z-BAR NET STUNT

Point of Sale Promotion Used in Montana

LISTENERS are constantly reminded of the identity of Z-Bar Net advertisers by a series of window cards, floor display cards and shelf price cards coupled with an air campaign on Montana stations telling people to look for the signs and reminding them that the advertisers are makers of quality products.

The promotional cards are the same with the exception of different colors which are used as background, all one color being used for any single advertiser. The cards in part help to achieve what salesmen on the road, now fewer in number and traveling less, once accomplished.

Disc Subscribers

THREE new subscribers to the NBC-Radio Recording Division's transcribed series, *Flying for Freedom* are: KYW, Philadelphia, for Jacob Reed Stores (men's clothing); WESX, Salem, Mass.; for the National House Furnishing Co.; and WSJS, Winston-Salem, N. C. for Selected Dairies. *Let's Take a Look in Your Mirror* will be presented by Musterole Co., Cleveland on CFRB, Toronto; CKCO, Ottawa and VOCM, St. Johns, Newfoundland. Musterole's agency is Erwin, Wasey & Co., New York. Cherry & Webb department store has renewed *Betty and Bob* on WPRO, Providence, R. I., and *The Name You Will Remember* has been renewed on KYW, Philadelphia in behalf of Solo's Women's Specialty Shop.

Hicks With Convoy

GEORGE HICKS, BLUE commentator, has returned from a "confidential mission", revealed as a trip with a convoy to a Caribbean port. Material gathered during the voyage will be presented during the Oct. 19 and 21 broadcasts of Hicks' interviews with seamen, now known as *Men of the Land, Sea & Air*. Formerly originating from New York and Washington only the series will henceforth feature pick-ups from other points. Heard on different days in addition to Hicks, are Clete Roberts, Joe Harding and Bill Baldwin.

WSBA, new regional outlet in York, Pa., broadcasts 15-word news headlines with every station break. Plan has proved a commercial success, with three local sponsors blanketing all but one hour of the news headlines during the station's first month of operation. Sponsors use 15-word commercials.

buy MAINE Strength
WGAN
COVERING Portland and Maine's major markets . . . a consumer market which has mushroomed in size and is steadily growing . . . where DOLLARS are being spent.
5000 WATTS—560 KC
CBS
National Representatives
PAUL H. RAYMER CO.
In Maine they tune in
WGAN PORTLAND

TEXT OF AFM DECISION

TEXT of the memorandum opinion [Civil Action No. 4541, U. S. vs. American Federation of Musicians et al], handed down Oct. 14 in the U. S. District Court, Northern District of Illinois, Eastern Division, follows:

This cause comes on to be heard on the motion of the Government for a preliminary injunction, and on that of the defendants to dismiss the complaint.

The plaintiff is the United States of America. The defendants are the American Federation of Musicians and its officers and directors. The AFM is alleged to have approximately 140,000 members, comprising virtually all musicians in the nation who make music for hire.

Offenses Charged

Paragraphs 13 to 17, inclusive, of the complaint describe the offenses charged and the effect of the conspiracy charged. Those paragraphs are as follows:

IV

Offenses Charged

13. That the defendants named herein, each well knowing the matters and things hereinbefore alleged, have been and are now engaged in the United States, and within the Northern District of Illinois, Eastern Division, in a wrongful and unlawful combination and conspiracy in restraint of the aforesaid interstate trade and commerce in phonograph records, electrical transcriptions and radio broadcasting, in violation of Section 1 of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies" (15 U.S.C.A. 1), and have conspired to do all the acts and things, and to use all means necessary and appropriate to make said restraints effective, including the means, acts and things hereinafter more particularly alleged;

14. That for the purpose of restraining and destroying all interstate commerce in phonograph records and electrical transcriptions; of procuring, monopolizing and controlling all performances of musical entertainment; of eliminating competition entirely between so-called "transcribed" or "canned" music and music produced through live musicians, the defendants have arranged and agreed among themselves to do the following things:

(a) to prevent the manufacture and sale of all phonograph records and electrical transcriptions;

(b) to eliminate from the market all manufacturers, distributors, jobbers and retailers of phonograph records and electrical transcriptions.

(c) to prevent broadcasting stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions;

(d) to prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls;

(e) to prevent the use of phonograph records in the home;

(f) to prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators by requiring manufacturers to boycott all distributors, jobbers, and retailers who sell such records to radio broadcasting stations and "juke box" operators;

Recordings Banned

(g) to eliminate all musical performances over the radio except those performed by members of the AFM.

(h) to require broadcasting stations to hire unnecessary "stand-by" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio net-works to boycott affiliated stations which refuse to meet defendants' demands for the hiring of "stand-by" musicians;

15. That for the purpose of forming and effectuating the aforesaid conspiracy, the defendants by agreement and concert of action have done the things which, as hereinbefore alleged, they conspired to do, and more particularly have done, among others, the following acts and things:

(a) On June 25, 1942, the defendant, James C. Petrillo notified Decca Records, Inc., Columbia Recording Corp. and RCA Mfg. Co., Inc., that their licenses from the AFM for employment of its members in the making of musical recordings would expire July 31, 1942, and would not be renewed; that from and after Aug. 1, 1942, the members of the AFM would not play or contract for recordings, transcriptions, or any other form of mechanical reproduction of music;

(b) On July 16, 1942, the defendant, James C. Petrillo, notified the NBC that it must cancel the Saturday afternoon symphonic broadcasts of the high school orchestras from the National Music Camp at Interlochen, Mich. and such demand was met. These concerts have been broadcast every summer for 12 years as a part of a national musical educational program for young musicians;

(c) On July 27, 1942, the defendant, AFM, acting through its local union, ordered all AFM bands to boycott all radio stations in Southern California affiliated with the Don Lee Broadcasting System for the purpose of forcing Radio Station KFRC of San Francisco, an affiliate of the Don Lee Broadcasting System, to hire a larger and more expensive orchestra, although no dispute of any kind existed between the AFM locals and any radio station affiliated with the Don Lee Broadcasting system except Radio Station KFRC;

16. That the combination and conspiracy herein charged does not involve or grow out of any dispute concerning terms or conditions of employment; that a purpose of the conspiracy is to eliminate from the market the manufacture, sale and use of musical compositions mechanically recorded on phonograph records and electrical transcriptions unless the persons engaged in such businesses enter into agreements with the defendant union to hire such useless and unnecessary labor as the defendant union may demand; that a further purpose of said conspiracy is to exclude from the market the competition of anyone who does not exclusively employ members of the defendant union;

V

EFFECT OF THE CONSPIRACY

17. That the defendants have adopted the means and engaged in the activities aforesaid, with the intent, purpose and effect of unlawfully destroying all manufacture and sale in interstate commerce of phonograph records and electrical transcriptions; of eliminating all competition between music produced by mechanical means and music produced by live musicians; of depriving the public of an inexpensive means of entertainment over the air, in restaurants, hotels and dance halls, and in the home.

Federal Contentions

The Government, in support of its motion for a preliminary injunction, has filed affidavits by public officials, record manufacturers, operators of small independent radio stations, operators of automatic, coin operated phonographs, operators of restaurants, hotels and recreation centers and operators of national radio networks. The defendants object to the court's considering these affidavits.

The Government contends, first, that the exemption of labor from the anti-trust laws is limited to controversies involving "terms or conditions of employment" and, under this heading, the Government says:

> Three questions remain, which have not been specifically considered by the Supreme Court, with respect to what constitutes legitimate labor union activity under the antitrust laws: (1) whether a union may use organized coercion to destroy legitimate businesses because such businesses have introduced or are using labor-saving devices or improved mechanical methods which reduce the demand for labor; (2) whether a union may use organized coercion to compel its employer to maintain obsolete or inefficient methods and to refuse to permit the introduction of new mechanical improvements in order to force the hiring of unnecessary labor; and (3) whether a union may use organized coercion to prevent voluntary groups who do not seek employment from rendering services without pay", and that "all of these questions are raised in the instant case."

Coercion Alleged

The Government's second contention is that the activities complained of do not involve "terms or conditions of employment" and hence are subject to prosecution under the Sherman Act as a combination in restraint of interstate trade or commerce. Under this heading the Government says that:

> The complaint charges the defendant union with three types of activity. First, it charges that defendant union has refused to permit its members to be hired by manufacturers for the purpose of making phonograph records and electrical transcriptions. The effect of such a ban is to destroy not only these industries, which furnish substantial employment to members of the union, but other legitimate industries which are dependent upon such manufacturers' product for existence but which do not employ members of defendant union, such as manufacturers and operators of juke boxes, small independent radio stations, and distributors and retailers of records and transcriptions. Second, the complaint charges that defendant union requires radio broadcasting stations to pad their pay rolls with stand-by musicians whose services are neither necessary nor desired. And third, it charges an attempt by defendants to eliminate all musical performances over the radio except those presented in person by members of the American Federation of Musicians. This last charge is concerned largely with the union's attempt to exclude amateur or voluntary performances form the air.

The Government contends that none of these activities is permissible under the law and it cites: *Columbia River Packers Assn.* v. *Hinton*, 315 U. S. 143; *Opera on Tour, Inc.* v. *Weber*, 285 N. Y. 348; *Loew's, Inc.* v. *Basson*, D. C., S. D. N. Y., and *Scavenger Service Corp.* v. *Courtney*, 85 F. (2d) 825.

The Government's third contention

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

BRITISH COLUMBIA
LAND OF OPPORTUNITY

Covering 70% Of B. C.'s Population

CJOR

VANCOUVER CANADA
J H McGILLVRA (U S)
H N STOVIN (CANADA)

NOW MORE THAN EVER 1ST

MORE COVERAGE per DOLLAR in the RICH TRI-CITY MARKET

WTRY

TROY, N. Y.

1000W 980KC

Basic N B C Blue

An H. C. Wilder Station
Represented by Raymer

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

Hoping for sales with "Outside Voices"? GET sales with WHBF!

WHBF

Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

The Coca-Cola Company presents

America's leading bands — playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. E. W. T. EVERY NIGHT EXCEPT SUNDAY

COPYRIGHT 1942, THE COCA-COLA COMPANY

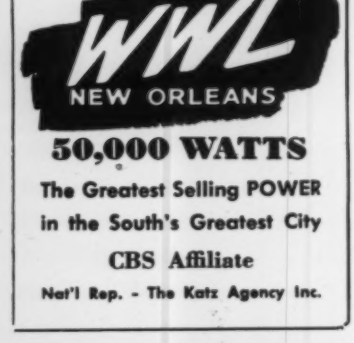
AP

WKIP, Poughkeepsie, N. Y.

. . . by all odds the finest any radio station can buy.

Bruff W. Olin, Jr., Station Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.



is that even though it be assumed that the activities of defendants concern "terms and conditions of employment" they represent an attempt by the union to force employers to combine with it for the purpose of restraining interstate trade and commerce in phonograph records, electrical transcriptions and radio broadcasting, and are therefore a combination between labor and non-labor groups, which is not exempt from the Sherman Act.

The National Assn. of Broadcasters, by leave of court, filed a brief as *amicus curiae* wherein it made contentions like unto those of the Government.

The defendants' motion to dismiss assigns two grounds for dismissal: First, because the court lacks jurisdiction by reason of the Norris-LaGuardia Act, since the complaint sets forth a case involving or growing out of a labor dispute; and, Second, because the complaint fails to state a claim against defendants upon which relief can be granted.

In their argument in support of their motion to dismiss the defendants say that the complaint merely alleges an agreement by members of a labor organization peacefully to refuse to work for employers in an effort to obtain, extend and preserve employment opportunities and that, accordingly, the Norris-LaGuardia Act precludes the court from granting the relief sought, and that this is true even though it be assumed that a violation of the Sherman Anti-Trust Act has been alleged.

List of Citations

In support of this contention, the defendants cite a large number of cases, including: *Milk Wagon Driver's Union* v. *Lake Valley Farms Products, Inc.*, 311 U. S. 91; *Lauf* v. *Shinner*, 303 U. S. 323; *Levering & Garrigues Co.* v. *Morrin*, 71 F. (2d) 284; *New Negro Alliance* v. *Sanitary Grocery Co.*, 303 U. S. 552; *Senn* v. *Tile Layers Union*, 301 U. S. 468; *Wilson* v. *Birl*, 105 F (2d) 948; *Green* v. *Obergfell*, 121 F. (2d) 46; *U. S.* v. *Weirton Steel Co.*, 7 F. Supp. 255; *U. S.* v. *Hutcheson*, 312 U. S. 219, and *Blankenship* v. *Kurfman*, 96 F. (2d) 450.

In their argument, the defendants further say that no violation of the Sherman Act is alleged because there is no allegation that defendants are engaged in a business enterprise or are competing commercially in the sale of products and are seeking, on behalf of themselves or as agents for others, to suppress such competition so as to control price or discriminate between would-be purchasers or otherwise deprive the public of the benefit of free competition, and they cite *Apex Hosiery Co.* v. *Leader*, 310 U. S. 469, and *Gundersheimer's Inc.* v. *Union*, 119 F. (2d) 205.

Union's Claims

The defendants further say that in any event the acts complained of come under the conduct enumerated under Section 20 of the Clayton Act and as such do not violate any law of the United States, and cite: *U. S.* v. *Hutcheson*, 312 U. S. 219; *U. S.* v. *Carrozzo*, 37 F. Supp. 191 (affd. 313 U. S. 539); *U. S.* v. *Building etc. Council*, 313 U. S. 539; *U. S.* v. *United Brotherhood, etc.* 313 U. S. 539; *U. S.* v. *International Hod Carriers*, 313 U. S. 539.

This case unquestionably involves or grows out of a dispute. The parties to the dispute are, on the one hand, the defendant AFM and its members, who, as employes, make music for hire, and, on the other hand, manufacturers of phonograph records and electrical transcriptions and radio broadcasting companies, who, as employers, employ musicians to make music.

The subject of the dispute is, generally speaking, the question as to whether the members of the union shall be employed to make all the music that is to be made or shall be employed to make only a part of it, the remainder being made by means of phonograph records and electrical transcriptions and by amateur musicians.

The union and its members contend that the members of the union should have the exclusive right to make music, while the phonograph record and electrical transcription manufacturers and broadcasting companies contend for the opportunity to have music made by means of phonograph records and electrical transcriptions and by amateurs.

The Norris-LaGuardia Act (47 Stat. 70, C. 90, Sec 13(c) provides "The term 'labor dispute' includes any controversy concerning terms or conditions of employment" etc. The Government says that the activities complained of in the case at bar do not involve "terms or conditions of employment" and that, accordingly, the Norris-LaGuardia Act is not applicable. It has been observed that the union and its members here contend, in a sense, for a "closed shop" so far as phonograph records, electrical transcriptions and amateur musicians are concerned.

A 'Labor Dispute'

The question then is, Is this contention one in respect of a "term or condition of employment?" Congress itself answered this question quite definitely in the National Labor Relations Act (49 Stat. 449, c. 372, Sec. 8(3)) when it said: "**nothing in sections 1 to 16 of this title, or in any other statute of the United States, shall preclude an employer from making an agreement with a labor organization * * * to require as a *condition of employment* membership therein." (*italics supplied*). Here Congress itself speaks of an agreement for a closed shop as a "condition of employment."

The court is satisfied that the union and its members and the employes of the latter are disputing in respect of a "condition of employment" and that, accordingly, the dispute involved in this case is a "labor dispute" within the meaning of the Norris-LaGuardia Act. That Act further provides:

Sec. 4. No court of the United States shall have jurisdiction to issue any restraining order or temporary or permanent injunction in any case involved or growing out of any labor dispute to prohibit any person or persons participating or interested in such dispute (as these terms are herein defined) from doing, whether singly or in concert, any of the following acts:

(a) Ceasing or refusing to perform any work or to remain in any relation of employment;

*** ***

(g) Advising or notifying any person of an intention to do any of the acts heretofore specified;

(h) Agreeing with other persons to do or not to do any of the acts heretofore specified; and

(i) Advising, urging, or otherwise causing or inducing without fraud or violence the acts heretofore specified, regardless of any such undertaking or promise as is described in section 3 of this Act.

Sec. 5. No court of the United States shall have jurisdiction to issue a restraining order or temporary or permanent injunction upon the ground that any of the

SIGNING CONTRACT for first major radio venture on KWKW, Pasadena, Cal., was Hammond G. Nash, head of F. C. Nash & Co., that city (department store), while his merchandise manager and station executives look on. Flanking Mr. Nash (l to r) are Marshall S. Neal, general manager of KWKW; Arthur Evans, department store merchandise manager, and R. L. Rust, station sales manager. Placing direct, on a 52-week contract, the firm on Sept. 28 started sponsoring a six-weekly quarter-hour news commentary featuring Burritt Wheeler.

kglo
MASON CITY, IOWA
Now 5000 watts
DIP INTO THE PORK BARREL MARKET
-at old 1000 watt rates still in effect
THE Pork Barrel MARKET
CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

persons participating or interested in a labor dispute constitute or are engaged in an unlawful combination or conspiracy because of the doing in concert of the acts enumerated in section 4 of this Act.

In view of the foregoing provisions, jurisdiction does not exist to grant any of the injunctive relief here sought.

Closed Shop Angle

The court is further of the opinion that the acts complained of are of the kind specified in the second paragraph of Section 20 of the Clayton Act (38 Stat. 738, c. 323, Sec. 20). Section 20 of that act is as follows:

Sec. 20. No restraining order or injunction shall be granted by any court of the United States, or a judge or the judges thereof, ***

***

And no such restraining order or injunction shall prohibit any person or persons, whether singly or in concert, from terminating any relation of employment, or from ceasing to perform any work or labor, or from recommending, advising, or persuading others by peaceful means so to do; *** or from peacefully persuading any person to work or to abstrain from working; or from ceasing *** to employ any party to such dispute or from recommending, advising, or persuading others by peaceful and lawful means so to do; *** *nor shall any of the acts specified in this paragraph be considered or held to be violations of any law of the United States.* (*Italics supplied*).

Accordingly, the acts complained of may not be considered or held to be violations of any law of the United States.

The third contention of the Government deserves only a word. Here the employes seek only a contract with their employers for a "closed shop" (in a sense large enough to include a shop which excludes not only non-union workers but also machines) and they seek this contract primarily for their (the servants') benefit and not for the benefit of a non-labor group. In the court's opinion *U. S.* v. *Brims*, 272 U. S. 549, and like cases, are not pertinent here.

The defendants' motion to dismiss should be granted.

The court has been guided to the conclusions herein expressed by the decisions of the Supreme Court of the United States in *U. S.* v. *Hutcheson*, 312 U. S. 219, and *U. S.* v. *International Hod Carriers*, 313 U. S. 539 (affirming *U. S.* v. *Corrozzo*, 37 F. Supp. 191).

The conclusions herein expressed make it unnecessary to consider other issues raised by the parties.

JOHN P. BARNES,
U. S. District Judge.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published weekly at Washington, D. C., for October 19, 1942.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Norman R. Goldman, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.

Editor — SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager—NORMAN R. GOLDMAN, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.; Ella April Codel, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

NORMAN R. GOLDMAN.

Sworn to and subscribed before me this 7th day of October, 1942.

NATHAN SINROD
Notary Public.

(Seal)

(My commission expires November 1, 1943)

Garden Prizes

PARTICIPANTS in the victory garden campaign sponsored by KRBM, Bozeman, Mont., were awarded prizes recently. Dept. of Agriculture agents judged the one-eighth acre plots scattered around KRBM transmitter. In all, eight acres of ground were used. The station installed an electric pump and well and supplied water to each amateur farmer.

Concerts on WWJ

DETROIT SYMPHONY ORCHESTRA will broadcast 21 Sunday concerts on WWJ, Detroit, under sponsorship of Sam's, Detroit department store, with cooperation of the *Detroit News*. Although the orchestra's regular activities have been abandoned for the duration, it will play the 21 concerts for WWJ in Detroit's Masonic Temple, before a large audience. Sales talks on the program will be strictly non-commercial, devoted to War Bonds.

School Conference

THEME OF the sixth annual meeting of the School Broadcast Conference to be held Nov. 10-12, at the Morrison Hotel, Chicago, is "Radio's Contribution and Responsibility to Education in a Nation at War". The Assn. for Education by Radio will meet Nov. 10, and jointly with the School Broadcast Conference for the remaining days of the convention.

Need for Logic Is Seen In Propaganda Dramas

AS DRAMATIC programs become more and more vehicles to carry wartime propaganda messages and less the purely entertainment shows they have been, they will have to become more logical. Dr. Matthew N. Chappell, technical consultant to C. E. Hooper Inc., predicted last Tuesday in an address before the discussion group on radio listening habits of the American Marketing Assn.

When he is interested only in entertainment, the listener is willing to accept coincidence and other unreal solutions to dramatic problems. Dr. Chappell stated, but when the Government puts on a program to influence him, the listener is more apt to examine the argument and to demand that it come up to logical standards. This is especially true now, he added, since for the past 20 years we have been told what dopes we were to have unthinkingly swallowed so much propoganda during the first World War and as a result we resist it now.

Koppers in Twin Cities Opens Fall Coke Drive

KOPPERS Co., St. Paul, launched an intensive campaign on two Minnesota stations recently for Pea Coke, and a definite increase in sales since the start of the drive is largely attributed to this radio advertising by the company's sales manager, according to Chas. D. Reach Co., Newark agency in charge.

Stressing the economical advantages of Pea Coke for heating purposes, Koppers started a 13-week campaign on WTCN, Minneapolis, Sept. 7, using 107 transcribed announcements weekly, and one Sept. 16 initiated a 10-week drive using the same number of commercials on WMIN, St. Paul. A drive of smaller proportions was conducted in the early spring of this year.

Stromberg Tire Plan

FIRST GROUP of war workers in the nation voluntarily to pledge themselves to regular tire inspection to save vital transportation consists of employes of Stromberg-Carlson Telephone Mfg. Co., Rochester, who signed the pledges following a tire inspection demonstration Oct. 8 by Colonial Esso Marketers. Stanley Manson, labor-management director of Stromberg-Carlson, received a congratulatory telegram on the plant's cooperation from William M. Jeffers, WPB rubber administrator.

TO MEN in the U. S. armed forces stationed abroad, NBC is now transmitting the transcribed series of football forecasts by Sam Hayes, titled *Touchdown Tips*. Programs are shortwaved Thursday, 9:30 a.m. via NBC stations WRCA and WNBI and Westinghouse station WBOS, to Iceland, Greenland, Ireland, the Caribbean area and the Middle East. NBC Radio-Recording Division produces the series.

WRVH WRVA WD
COVERS NORFOLK AND RICHMOND IN VIRGINIA WITH 50,000 WATTS DAY AND NIGHT PLUS COLUMBIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

KWKW
1000 Watts
at
1430 Kilocycles
Pasadena, Calif.
Servicing the whole Los Angeles Metropolitan Area 3,000,000 high wage earners.

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

KROW
The Showmanship Station
SAN FRANCISCO-OAKLAND • 1000 Watts • 960 Kc
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
OCTOBER 10 TO OCTOBER 16 INCLUSIVE

Decisions . . .

OCT. 13

KPQ, Wenatchee, Wash.—Granted extension of special service authorization on 560 kw with 1 kw D and 500 w N until April 25, 1943.

WLAY, Muscle Shoals City, Ala.—Granted CP to install new transmitter.

NEW, Nashville Broadcasting Co. and Tennessee Radio Corp., Nashville—Denied request that CPs for new station be granted. Applications designated for further hearing.

WBNY, Buffalo—Designated for hearing application modify license from 1400 kc to 680 kc.

Granted renewals to following until Feb. 1, 1943: KBTM, Jonesboro, Ark.; KODL, The Dalles, Ore., KSUN, Lowell, Ariz.

Granted renewals to following until April 1, 1943: KDLR, Devils Lake, N. D., and WSOC, Charlotte, N. C.

Granted renewal to following until June 1, 1943: KHUB, Watsonville, Cal.

OCT. 15

WALB, Albany, Ga.—Continued on Commission motion consolidated hearing for new license, CP, assignment of license, from Nov. 9 to Nov. 18, 1942.

WFIL, Philadelphia—Granted petition to intervene and enlarge issues in re application of WJLS, Beckley, W. Va.

Motions granted dismiss without prejudice application for new relay stations: Frontier Broadcasting Co., Cheyenne, Wyo.; National Broadcasting Co., Addison, Ill., Chicago area, three in San Francisco area; and BLUE Network Co., San Francisco, Hollywood.

WDAE, Tampa, Fla.—Granted petition dismiss without prejudice application for CP.

NEW, Northeastern Penna. Broadcasters, Inc., Wilkes-Barre, Pa.—Withdrew motion specification of issues.

Applications . . .

OCT. 13

KRBA, Lufkin, Tex.—Voluntary assignment of license to Darrell E. Yates.

Tentative Calendar . . .

WLW, Cincinnati—Modify license to 700 kc with 50 kw D, 500 kw N unlimited, using W8XO transmitter (Oct. 19)

NEW, Beauford H. Jester individually and as a trustee, Waco Tex.—CP for 1230 kc, 250 w unlimited. (Oct. 22)

K61LA, Los Angeles—modify CP for 46,100 kc, 7,000 sq. mi., unlimited. (Oct. 22)

Broadcast Status In Phone Priority

PRIORITIES have been established to cover three types of long distance telephone calls and broadcasting has been listed among a list of authorized persons and agencies entitled to use such priorities when the need fits into any of the three priority categories established.

Reports published elsewhere have indicated that telephone operators would listen in on conversations, but the Board of War Communications has denied this, pointing out that such a practice is illegal. Furthermore, civilian telephone conversations in progress will not be interrupted except in the case of Class I calls.

Order of Priority

The first priority covers all "which require immediate completion for war purposes or to safeguard life or property" and includes such emergencies as the movement of armed forces during combat operations and immediate dangers due to the presence of the enemy as well as floods, hurricanes, earthquakes or other disasters.

The second priority covers situations requiring immediate completion for the national defense and security, the successful conduct of the war and safeguarding of life or property and also those not specifically described in the first category.

The third priority covers calls requiring "prompt completion" including maintenance of essential public services, supply or movement of food, civilian defense or public health and safety, as well as important governmental functions.

Preferred callers entitled to use of priorities are Government leaders and agencies, public service and civilian defense organizations and officials, essential war industries and such essential services as radio stations, power, water, fuel.

Violations by any person misrepresenting the importance of the call or furnishing false information to telephone carriers shall subject the facilities of such a subscriber to closure, removal, or other Government action.

Tony Peters

TONY PETERS, 21, chief engineer of KTRI, Sioux City for the past two years, died Oct. 6 after a week's illness.

GUEST STAR on a recent *Hunting & Fishing* program was this Colorado bullfrog, first ever grown in the State, who used facilities of KOA, Denver, to croak his message to sporting fans. The 15-inch yearold frog, is accompanied at the mike by Ed M. Hunter, conductor of the 15-minute show.

AGENCY Appointments

BARKER FOOD PRODUCTS Co., Los Angeles (dehydrated soup & vegetables), to Erwin, Wasey & Co., Los Angeles. Radiocasting, newspapers, trade papers.

SHEFFIELD BRICK & TILE Co., Sheffield, Iowa (Drain tile), to W. D. Lyon Co., Cedar Rapids. Radiocasting, newspapers, trade papers.

FIRE PROTECTION Co., Los Angeles (fire fighting equipment), to Gerth-Pacific Adv., that city.

DOUGLAS AIRCRAFT Co., Santa Monica, Cal., to Biow Co., Hollywood. Currently using transcribed announcements on KFI, Los Angeles; KFWB, Hollywood. Will add other stations in 11 western states.

CROCKER-WHEELER ELECTRIC Mfg. Co., Ampere, N. J. (electric motors, etc.), to Roy S. Durstine Inc., N. Y. Media plans not set.

DAD'S ROOT BEER BOTTLING Co., Philadelphia to J. M. Korn & Co., Philadelphia. Radio will be continued.

KOLYNOS Co., Jersey City, to Joseph Jacobs Jewish Market Organization for Jewish market. Radio time and newspapers.

Network Accounts
All time Eastern Wartime unless indicated

New Business

PHILCO RADIO & TELEVISION Corp., Philadelphia (institutional), on Oct. 16 started *Our Secret Weapon* on 119 CBS stations, Fri., 7:15-7:30 p.m. Agency: Sayre M. Ramsdell Associates, Philadelphia.

GILLETTE SAFETY RAZOR Corp., Boston, on Oct. 20, 10 p.m. sponsors Bob Pastor vs. Jimmy Bivins boxing bout on 207 MBS stations, and on Nov. 20 sponsors Chalky Wright vs. Willie Pepe bout on 207 MBS stations. Agency: Maxon Inc., N. Y.

Renewal Accounts

WM. WRIGLEY JR. Co., Chicago (gum) on Nov. 2 renewed *Ben Bernie* for 52 weeks on 117 CBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

WM. WRIGLEY JR. Co., Chicago (gum) on Nov. 1 renewed *Sgt. Gene Autry* for 52 weeks on 116 CBS stations, Sun., 6:30-7 p.m. Agency: J. Walter Thompson Co., Chicago.

JOHN LABATT Ltd., London, Ont. (brewers) on Oct. 5 renewed *Les Amours de Tijos* on CKAC, Monteal; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que., Mon. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

PET MILK Co., St. Louis (Pet Evaporated Milk), on Oct. 27 renews for 52 weeks *Mary Lee Taylor* on 69 CBS stations, Tues. and Thurs., 11-11:15 a.m. Agency: Gardner Adv., St. Louis.

PET MILK Co., St. Louis (Pet Evaporated Milk), on Oct. 10 renewed for 52 weeks *Saturday Night Serenade* on 61 CBS stations, Sat., 9:45-10:15 p.m. Agency: Gardner Adv., St. Louis.

LAND O'LAKES CREAMERIES, Minneapolis, on Oct. 19 renews for 52 weeks news analyses by Boake Carter on 22 MBS stations, Mon., Wed., and Fri., 12 Noon-12:15 p.m. Agency: Campbell-Mithun, Minneapolis.

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars), on Nov. 10 renews *Famous Jury Trials* on 63 BLUE stations, Tues., 9-9:30 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

Network Changes

CORN PRODUCTS REFINING Co., New York (Mazola), on Oct. 29 adds 9 CBS stations to *Stage Door Canteen*, making a total of 53 CBS stations, Thurs., 9:30-10 p.m. Agency: C. L. Miller Co., N. Y.

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist citrus fruits), on Nov. 2 replaces *Hedda Hopper's Hollywood* with *Today at the Duncans* on 41 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. Agency: Lord & Thomas, Los Angeles.

LEWIS-HOWE Co., St. Louis (Tums), on Oct. 27, adds 80 NBC stations to *Horace Heidt's Treasure Chest*, making a total of 125 NBC stations, Tues., 8:30-9 p.m., the same time discontinuing repeat broadcast, on 6 Pacific Coast stations, 12:30-1 a.m. Agency: Roche, Williams & Cunnyngham, Chicago.

CUDAHY PACKING Co. (Old Dutch Cleanser), on Oct. 19 shifts origination of *Helpmate* on 36 NBC stations at 10:30-10:45 a.m. from New York to Chicago. Agency: Grant Adv., Chicago.

New Transmitter

PERMISSION to install a new transmitter was granted to WLAY, Muscle Shoals City, Ala., formerly WMSD, last week by the FCC. Action was taken in view of the condition of the equipment, and the large amount of operating time lost through transmitter failure following a fire which damaged the equipment beyond repair. WLAY operates on 1450 kc with 250 w. unlimited.

—TO HAVE *and* TO HOLD
THE ENGINEERING JOB YOU WANT!

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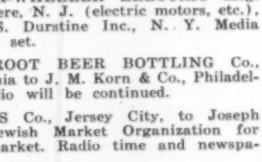

• If you have just recently entered the broadcasting field—CREI offers you a proven program of home study training in Practical Radio Engineering. This course of training coupled with your present experience will enable you to go after—*and get* a better engineering job and more money. There's no priority on a better job—but they are "rationed" to those who have the necessary technical ability. Today, there are CREI students and graduates in more than 400 stations—and more are needed for important engineering jobs. Why not investigate what CREI spare-time training can do for you?

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CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

CHIEF ENGINEER—Start $75 weekly. No operating but requires suitable experience to supervise operation, maintenance Western Electric 405-B-1 five Kilowatt transmitter, directional antenna. Give full details experience, qualifications, draft status. Gene O'Fallon, KFEL, Denver.

Midwest Local—Wants first class operator. Average pay $42.00 per week. Box 939, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

Engineers and Operator-Announcers—For two Alaska broadcasting stations working in close cooperation with War Department and Office War Information. Opportunity serve war effort at excellent salary. Edwin A. Kraft, 708 American Building, Seattle, Washington.

WESTERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 937, BROADCASTING.

Chief Engineer—Draft Exempt. State qualifications and references. Box 942, BROADCASTING.

RADIOTELEPHONE FIRST CLASS—3-A the San Francisco Bay Area will need several experienced technicians in the near future. The wage rates for this area are $45 to $62.50 per week for 40 hour 5 day week. Write qualifications, experience and present salary in first letter. Broadcast Division, Local Union B-202, IBEW, 229 Valencia Street, San Francisco, California.

Engineer-Announcer — Good voice, any ticket, good salary. Excellent opportunity. Box 944, BROADCASTING.

WANTED—Good announcer with operator's license in progressive Texas station. Draft exempt preferred. Permanent position for right man. Box 946, BROADCASTING.

Engineer—Who can do some announcing. Local station. Good salary. Write Box 947, BROADCASTING.

Combination announcer-operator wanted—Unusual opportunity. Give draft status, starting salary requirement. Send voice recording if possible. Box 940, BROADCASTING.

Midwest Local—Wants combination Announcer Engineer, with first class phone license. Average weekly pay Forty Five Dollars, Forty Five Cents. Box 938, BROADCASTING.

Chief Engineer immediately—Pleasant surroundings. Good wages. Wire Station KVAK, Atchison, Kansas.

RADIO TIME SALESMAN—The man we want is now working for a New York City radio station or agency. He knows local advertisers and time buyers. He wants to change jobs because we can offer him a better opportunity to make more money. He can have his choice of accounts. The station offering this position has a top reputation and is constantly building a loyal, responsive audience. Write in confidence to Box 948, BROADCASTING.

Draft Exempt Announcer—Give references, experience. Permanent job, Station WAIM, Anderson, South Carolina.

Help Wanted (Cont'd)

Excellent Opportunity—For sports and general announcer. Must have experience in broadcasting baseball, football and especially basketball. Give age, draft status, experience, salary expected, how soon available. Write WHBL, Sheboygan, Wisconsin.

Executive Salesman or Manager—Of fine local radio station. Salary and bonus offered. Write detailed experiences, references, expected salary. Box 954, BROADCASTING.

ANNOUNCER NEEDED—Discuss experience, versatility, draft, age, references, salary first letter. WMAM, Marinette, Wisconsin.

STUDIO ENGINEER—NO LICENSE REQUIRED. $50.00 Forty Hour Week. WIND, Gary, Indiana.

Situations Wanted

Experienced Radio Salesman and Newspaper Salesman—Wishes affiliation with progressive station in east. Draft exempt. Married. One child. Can also announce and write continuity. Box 943, BROADCASTING.

Engineer—Twelve years' experience clear channel. Desires change. Consider chief of regional. Deferred. References. Box 945, BROADCASTING.

Advertising Manager-Salespromotion Manager—Top Flight Salesman. 15 years' Metropolitan experience. A-1 record as go-getter and producer. Good ideas, layouts, copy and merchandising. 37 years old. No draft problem. Excellent health —Robert Seidel, 800 Maine Avenue, S.W., Washington, D. C. Phone District 3135.

Station or Commercial Manager—Record proves ability; Copy: unexcelled; announcing: not bad!; Newspapers and Agency experience. Address: Employed, 260 South Oakhust, Beverly Hills, California.

OPERATOR—Both licenses, deferred. Prefer West Coast. Permanent. Box 950, BROADCASTING.

Draft Exempt—91-A. Now working in regional station as combination man. Desires same type of work. Available October 15. Box 951, BROADCASTING.

Wanted to Buy

Modern 5 kw Transmitter—Complete phase control unit for directional. Associated equipment for 5 kw station. Two vertical radiators approximately 275 feet. Also 1 kw transmitter. Reply completely stating price, condition and availability of equipment. Box 952, BROADCASTING.

WANTED—Copper ground wire; ⅜ inch Coaxial line Number 6 stranded copper; RCA open wire line brackets. Box 941, BROADCASTING.

For Sale

Radio Station—Thriving Kansas town. Nonresident owner offers at real bargain. Excellent opportunity for man who knows the business to make a fortune. J. L. Tennant, C. C. Bank Building, Des Moines, Iowa.

Independent 1 kilowatt station—in Eastern seaboard city. Will sell 50% or full interest to substantial, experienced operator acceptable to FCC. Box 949, BROADCASTING.

New FM Outlet

KYW, Philadelphia, has become the fifth station in the city to provide its listeners with an FM service. Without publicity or advance notice, the station last week started operating its FM adjunct, W57PH, on 45.7 mc. Operating six hours daily, from 3 to 9 p.m., the FM program schedule is made up entirely of news and commentary, popular and symphonic music. With the start of W57PH, all the four network stations in the city are now operating FM adjuncts, in addition to W73PH, FM adjunct of WPEN, independent station, which started last month.

Blue War Effort

INCREASING the amount of time devoted to the war effort in August, BLUE contributed 86 hours and 43 minutes to that purpose in September, an increase of seven hours over the previous month. More time was alloted to the war effort in the latter half of September, than during the first two weeks. Total sustaining time for the latter month was 76 hours and 29 minutes, with 10 hours and 14 minutes comprised of commercial time.

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Available also to agencies and advertisers. For full details, write
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BROADCASTING
FOR
RESULTS!

Leigh White Moved To Capital by CBS

Calmer Also Is Transferred; Sevareid Has Operation

RECENT addition of Leigh White, former CBS war correspondent, to the CBS Washington staff, came just in time to offset the absence of Eric Sevareid, CBS Washington bureau chief, stricken Oct. 11 with an acute attack of appendicitis. In the latter's absence, Mr. White has been named as acting head of the newsroom.

Mr. White

In addition Ned Calmer, CBS news editor in New York, was sent to Washington, Oct. 12 by Paul White, CBS news director, to aid in Washington news coverage during Sevareid's convalescence. Calmer continues on the network in his regular news spot at 11 p.m. each weekday. White does the 6:45 p.m. *World Today* series over CBS in addition to a new local WJSV, Washington, commercial for the P. J. Nee Furniture Co., *On the News Front Tonight With Leigh White* from 5:30-5:40 p.m. Mondays through Fridays. John Purcell continues on *The World Today* at 8 a.m. from Washington each weekday.

Leigh White Moved

Leigh White, 28-year-old war correspondent, is the latest addition to the capital staff of CBS. Early in the war he worked in Paris with Eric Sevareid and Edwin Hartrich in the *Herald-Tribune* office, returning to the U. S. early in 1940. Shortly thereafter sailed for Europe again to join the CBS war staff.

While broadcasting for CBS in the Balkans, he was shot in the hip when a train was machine-gunned by a Messerschmitt. The bullets hit White in the hip and he still gets about on crutches. He returned to this country July 15, 1941 and has been broadcasting intermittently from New York during his convalescence.

With White is his wife, the former Maria Cruz Carrocera, a nurse with the Loyalist forces in Spain when White was driving an ambulance.

Cast 'Adopts' Ward

MEMBERS OF THE cast of the serial program *Road of Life*, sponsored on NBC by Procter & Gamble Co., Cincinnati, have decided to do their part in the war effort by "adopting" Ward "A" of the U. S. Naval Hospital at the Great Lakes Training Station, and keeping it supplied with magazines, books and other gifts approved by naval authorities. Their action sets a precedent which may be followed by other radio show companies.

PET'S FIRST CHOICE
Milk Sponsor Clicks by Using All Budget on Air

PET MILK Co., St. Louis, which this month renews its two CBS programs, *Mary Lee Taylor* for the tenth year and *Saturday Night Serenade* for the seventh year, has been experimenting in radio since 1933.

That year it used $26,418 worth of CBS time out of $358,632 spent for consumer advertising, according to figures released by CBS. Pet's sales for that year were $15,682,833, following year increasing by $4,000,000 after the company raised its CBS appropriation to $161,054.

Finally, in 1937, when Pet staked its entire consumer budget—$537,094—on radio, sales jumped $4,500,000. And from 1937 on, Pet Milk domestic sales, eliminating war and government contracts, have climbed another $11,972,517 to the highest peak in Pet Milk's history—$41,675,111—an increase of 166% since Pet first started radio advertising. Gardner Adv. Co., St. Louis, handles the account.

New York War Council Planning Spot Campaign

PLANS which include extensive use of spot announcements on New York City stations were set forth Oct. 13 at a meeting of the entire advisory committee of the War Activities Council of the Advertising Club of New York.

According to James Werblow, chairman of the WAC, the Army has turned over to the council all public relations in the enlistment campaign of 18-19-year-olds in the New York area. Radio, he stated, will be used for this campaign as well as for public relations in the proposed air raid warden advertising campaign.

For WTIC Servicemen

WITH 11 MEN in the armed forces, and seven on leave for special Government work, WTIC, Hartford, is keeping them informed on station news through a weekly publication entitled "Tic Toc." Editor is Grace Sapsuzian, continuity editor.

Elmer Davis Reserves Decision On Plan for His Return to Air

DESPITE reports to the contrary, Elmer Davis has not yet made up his mind whether he will return to the air as Government war spokesman in his capacity as director of the Office of War Information, it was stated authoritatively last Friday.

While tentative plans for the weekly broadcasts are being considered and the four major networks are able to clear time on Saturday nights from 7-7:30 p.m. for the series, Mr. Davis himself has announced no final determination pending further consideration in his own office and consultation with his advisors. Some weeks ago, he discussed the plan with representatives of all four networks and the trade associations that he broadcast a weekly news analysis on a regular schedule.

If Mr. Davis does decide on a series of "reports to the nation" broadcasts, it is understood they will be inaugurated next month. He would not utilize the entire half-hour, but might go on from 7-7:15. Local stations then might cut in with interviews with outstanding personages, dealing with the war effort and home defense, probably for 10 to 12 minutes. Mr. Davis then would return for a three or five-minute close. It is not planned to dramatize any portion of the program.

When Mr. Davis, former CBS news analyst, was drafted last June by President Roosevelt to head OWI, reports immediately developed that he would become the official voice of the wartime Government, with weekly broadcasts on the combined networks. He has been urged from many quarters to inaugurate the series. On the other hand, it is understood Mr. Davis has deliberated the advisability of a regular series from several standpoints and largely because of an official, rather than private status.

Tobacco Extension

EXTENSION until Oct. 26 has been granted the American Tobacco Co. (Lucky Strikes) and its subsidiary, American Cigarette & Cigar Co. (Pall Malls) to reply to Federal Trade Commission charges of misrepresentation in advertising, the Commission announced last week. Replies had already been received from R. J. Reynolds Tobacco Co. (Camels) and Philip Morris Co., remaining two of the four major tobacco firms under fire, but dates have not been set for the hearings [BROADCASTING, Oct. 5].

FOURTH ANNUAL Survey of Advertising course for women, sponsored by the Advertising Women of New York, opened Oct. 13 with a preliminary outline of the course by Barbara Daly Anderson, president of the organization and director of the consumer service of *Parents'* magazine.

Churchill Is Appointed CBS Research Director

JOHN K. CHURCHILL, chief statistician of CBS since 1932, has been appointed director of research of CBS according to Dr. Frank N. Stanton, CBS vice-president in charge of research, who formerly held the title of research director until his election to vice-president Sept. 2 [BROADCASTING, Sept. 7].

Mr. Churchill

Born in Dubuque, Ia. Mr. Churchill attended Bishop Ridley College in St. Catherines, Ont., and Wesleyan U in Middletown, Conn., where he received his B.S. degree. From 1926-29, he was industrial economist for the Churchill Engineering Corp., later joining the Evans, Kip & Hachett Adv. Agency, now defunct, as research economist. He also served as statistician for the Wool Institute in 1930-31, and handled merchandising research for Evans, Nye & Harmon. He joined CBS in January 1932 as chief statistician.

Drawn for BROADCASTING by Sid Hix

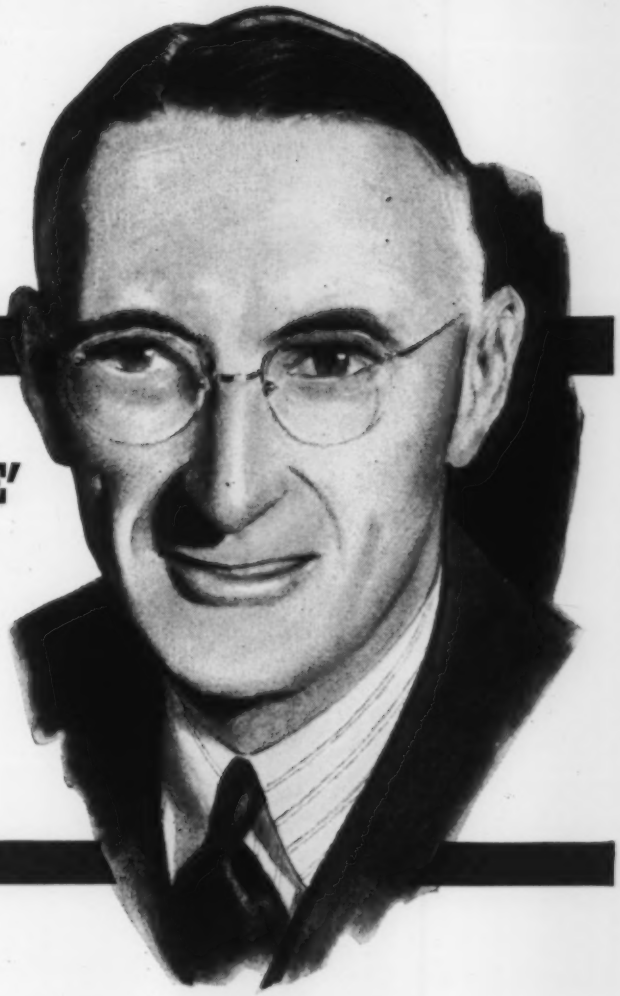
"To Hell With the Eternal Triangle . . . Cook Up Something Else if We Can't Get Any Men for the Serial!"

Jobs for Blind

THROUGH cooperation of the State Board of Rehabilitation and U. S. Employment Service, Universal Microphone Co., Inglewood, Cal., is now employing blind men and women in certain types of precision assembly line work. To make them less conscious of their handicap, instead of segregating the blind, Universal has put them with other workers on the line.

XUM

NO. 4 OF A SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WARTIME ADVERTISING



"THERE IS NO 'SECOND CHOICE' FOR NATIONALLY ADVERTISED BRANDS"

Says **J. W. CASSIN**, President and General Manager
THE DOW DRUG COMPANY, Cincinnati, Ohio.*

"Seventy percent of the time, according to Nielsen Central Consumer Survey made for our stores, there is no second choice for a nationally advertised brand of proprietary medicine or toilet article that is out of stock. The customer will go somewhere else to buy the nationally advertised brand he or she wanted in the first place. Eventually, they may take what they can get without regard to quality, but as long as our customers have a choice, they demand nationally advertised brands.

"Continued national advertising via radio, magazines, and newspapers can prepare a customer for the possibility of a product being out of stock. Consumer ill will is thus averted.

"More importantly, continued advertising can help us inform customers as to true shortage conditions. It will stop rumors of shortages which cause hoarding and bring about an unequal distribution of the manufacturer's product. Thus, the cumulative effect would be to counteract the tendency toward inflation.

"It is most imperative that advertising be continued, therefore, to guide the buying of our consumers in such a way as to tide us over the trying days that lie ahead."

*Operates 42 drug stores—thirty-three serve Greater Cincinnati, five Pittsburgh, two Springfield, one Middletown, one Steubenville.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION